

# PRINTERS' INK

Registered U. S. Patent  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City



VOL. CXLIV, No. 11 NEW YORK, SEPTEMBER 13, 1928

10c A COPY

B. A. I. S. 1896 with N. W. Ayer & Son



## *Human Engineering*

SINCE 1891 the International Correspondence Schools of Scranton, Pa., have been devoting their energies, talents and resources to reshaping human lives—moulding men and women in newer, finer patterns. More than three and one-half million students have felt its impulse to accomplishment.

And since 1896, with one brief interruption, the International Correspondence Schools have come to Advertising Headquarters for advertising counsel. Through all that time, our advertising effort has continued substantially the same. It has been widely imitated—it has been burlesqued—but it has always been effective. It has reached the people it was intended to reach—those who had passed by or been denied conventional education.

Gradually, too, it went beyond its goal. Executives with college degrees answered the present-day demand for intensive specialization by enrolling in the same school that gave their employees training. Whole organizations, entire industries, were blanketed by home study. . . . Now a new series of advertisements is telling the story of I. C. S. service in many fields. It is attracting men in high places. And it is adding prestige to a name famous in educational accomplishment.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





**I**F YOU are responsible for large investments in advertising, you should read this address before the A. N. A. by Vice President Kettering of General Motors.

I consider it the most valuable single contribution to advertising practice I ever read, and have had my own copy bound in three-quarter morocco, as you see here, for a permanent place in my library.

Federal has secured Mr. Kettering's permission to reprint this

paper under the title *IDEA*, to which Jos. J. Geisinger has written preface and postscript.

It has been put into type by William Edwin Rudge, printed on Strathmore Paper and bound by Lewis as a companion book to *COPY*, which Federal published last year, and which has now taken its place as a collector's item.

We will gladly send copies of this special edition to advertising executives who request it at once on their business stationery.

ROBERT TINSMAN, *President*, FEDERAL ADVERTISING AGENCY, INCORPORATED, SIX EAST THIRTY-NINTH STREET, NEW YORK



# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLIV

NEW YORK, SEPTEMBER 13, 1928

No. 11

## Teaching Dealers the Value of National Advertising

The C. F. Church Manufacturing Company Has Found That Once Dealers Understand the Value to Them of National Advertising They Will Co-operate to the Fullest Extent

As told to C. B. Larrabee.

By John L. Campbell

Sales Manager, C. F. Church Manufacturing Company

"**B**UT our business is different." Advertising agents and salesmen of advertising space are only too familiar with that statement. It is used as an excuse for almost everything from not buying space in a certain medium to not advertising at all. In its most vicious form it is used by the advertiser or potential advertiser who is seeking for that merchandising will-o'-the-wisp, something absolutely new.

Of course, all businesses differ; in the number of employees on the payroll, in the machinery used, in the size of the factories, and in a thousand and one other ways. On the other hand, all businesses are very much alike in many basic, important needs.

The business of the C. F. Church Manufacturing Company, the manufacturer of toilet seats, differs from others in many ways but we believe that basically we have a great deal in common with manufacturers of shaving cream, hammers, groceries or any other products which are sold direct to the consumer through retail outlets.

Yet when we began to expand our business we found we were facing certain definite prejudices on the part of those who were familiar with the plumbing field.

"The plumber is not a merchant and never will be," we were told. "He won't appreciate the value of

national advertising nor will he co-operate with you locally."

We didn't believe that and set out to prove we were right. We found that the plumber is a merchant and is as alive to his opportunities, once he understands them, as a druggist or a grocer. We found him quite ready to appreciate the value of national advertising if it was explained to him clearly and logically—in terms of his own net profits. We found him willing to co-operate—so willing that we have installed 5,000 window displays which were distributed only to those who invested \$30 in Church products, and were able to get plumbers to send out 500,000 letters which we sent them for use in selling their own customers.

"You can't advertise your product," we were told. "It is one of those products which does not lend itself to advertising."

We could see no reason why if such products as toilet paper and Kotex were advertised successfully there should be any reason why toilet seats could not be advertised. Our product is one of almost universal use and has a place in every home, office building and public building in the United States, to say nothing of such outlets as railway cars, steamships, etc. There is not space here to go into the suc-

cess of our national advertising but I may say that through it we distributed more than 300,000 booklets in 1927 and have received hundreds of letters from interested home owners.

People told us that it would be suicidal for us to tell in our advertising that Church Seats can be installed easily by the householder himself. "You will at once meet the antagonism of the plumber," they said. We went ahead and mentioned ease of installation in our advertising and found that the plumber, once he understood that we were helping him increase his profits, was not antagonistic.

In many other instances we found that our business is not basically different from any other business, and that the application of sound advertising and merchandising ideas are as successful in the selling of toilet seats as they are in the selling of any other product bought by the consumer.

Our basic advertising and selling philosophy can be summed up in a few words. We do not feel that our job is done until the product is installed in the consumer's home.

If we stop our effort with the plumbing supply house, the supply house finds itself over-supplied with Church Seats. If we stop with the dealer we find the dealer's stock room clogged with our product. We may liken the selling process to a river. If you start water from a certain point and then forget it, it may eventually meet a dam. Piling against the dam it will back up until it begins to flood the point from which it started. By removing the dam you keep up an even flow of the water from the source to the ultimate goal.

So it is with a product. If you start it from the factory and then level the dams of sales resistance wherever you meet them you will set up a steady, even flow of merchandise from the factory to the consumer. The dynamite which levels these dams is advertising.

Earlier in this interview I said that the plumber appreciates advertising—if it is explained to him clearly and logically in terms of

his net profits. We were sure that this was so even before we attempted to explain advertising to the plumber but we realized that in order to get him to appreciate the value of this great business force we must go a step further than a great many manufacturers have gone in selling advertising to dealers.

I have seen a number of attempts to win dealer enthusiasm for national advertising. Some of them have been highly successful but others have bogged down in the slough of over-enthusiasm, superlative statements, and a lack of understanding of the great fact that in order to win the dealer over to the value of national advertising the key that unlocks the door is net profits for the dealer.

Recently we made an analysis of our sales figures. We found that a disturbingly large proportion of our sales were coming from a single metropolitan area. We are equipped for a national business and it is dangerous for any national business to depend too much upon a single locality. I feel that any national manufacturer who finds that one-third of his sales come from a certain locality should look upon that as a danger signal. No matter how well he may be entrenched in that area, conditions may arise which will cause him to lose his business there if not entirely, at least enough so that he feels the loss seriously.

#### A CHALLENGE TO DO BETTER

Such an area is also a challenge. If sales there are out of proportion to sales in the rest of the country the advertiser must realize that he has not put as much or as valuable effort on the other parts of the country as he has on that area. He may be certain that, unless certain abnormal conditions pertain, he can boost his sales in other parts of the country until they are in proportion to sales in the favored section.

Any business with such an area should not be content until it is able to say, "We could make a comfortable profit if our sales in New York (or Chicago or Philadelphia or any other highly pro-

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# A RECORD

OF CONSISTENTLY GOOD SERVICE

**9** *clients*  
*served for 15 years or more*

**15** *clients*  
*served for 10 years or more*

**42** *clients*  
*served for 5 years or more*

THE H. K. McCANN COMPANY  
*Advertising*

NEW YORK  
CHICAGO  
CLEVELAND

SAN FRANCISCO  
LOS ANGELES  
SEATTLE

MONTREAL  
TORONTO  
DENVER

LONDON    PARIS    BERLIN

---

ductive city) were wiped out to-night."

Because we felt this way we decided to begin an intensive cultivation of other than New York, our principal sales center. We decided on cities, because they are compact and concentrated and for that reason easily covered. Once we have done our job in the larger cities we shall have gained experience and have trained men to go into the smaller cities and less concentrated areas.

Chicago was the first city chosen for an intensive drive. Philadelphia was the next. To give an idea of how we worked, I shall explain our Philadelphia campaign.

We decided to make the backbone of the Philadelphia campaign a series of newspaper rotogravure advertisements. The first advertisement contained not only a strong selling message but also a list of our Philadelphia distributors. It was followed by other advertisements similar in nature.

Our first job, of course, was to get distribution. We found that there were several lists of plumbers in Philadelphia, one an elaborate one with the plumbers graded according to value as merchants, taking into consideration financial standing, size of store, location, etc. It would have been easy for us to have taken the list and concentrated only on those dealers with ratings of good and very good. Without question we could have secured a large number of good outlets in this way.

We did not feel, however, that any list would be as valuable as one we ourselves could prepare. Experience had taught us that there are plenty of merchants who do not rate highly as valuable outlets merely because no one has ever had the time or the patience to show them how to increase their own efficiency.

Therefore we put four missionary men to work in Philadelphia with orders to call on every plumber in the city. We didn't care whether a plumber's shop was in the cellar of his own home or in a brick building on an important street—our men were to call on

every plumber and tell our story. The story was one of profits to the dealer.

Before opening our Chicago campaign we worked out a portfolio which, with variations, was used in Philadelphia. It is of the easel type, twelve by fifteen inches in size, bound in leather and arranged so that it can be set up on the dealer's counter. It contains our story and the story of advertising, boiled down to essentials. A poor salesman could get results merely by quoting from it. A good salesman, who can expand on the outline as we taught our men to, gets surprising results.

For instance, during the first fifteen days of the Philadelphia campaign our men saw 250 plumbers and secured 145 names to be put in our rotogravure advertisement as Church dealers. They made sales to 132 of these dealers, sixty-three to new prospects and sixty-nine reorders. One hundred and forty-nine dealers requested our advertising material, which will be described later. While we did not expect that the campaign would continue with such unusual results, we feel that the work of the first fifteen days is not only pretty strong evidence of the force of our presentation but also pretty strong refutation of the objections that the plumber is not a merchant and does not appreciate advertising. When over 50 per cent of the dealers interviewed show such a keen interest, a manufacturer can be excused for believing that certain basic advertising and merchandising ideas apply just as strongly to the selling of a plumbing product as they do to the selling of a drug or food product.

Let me explain our portfolio.

The first page contains the following message:

To be dissatisfied with past business, to criticize present business, is the spirit of the progressive merchant. Every retailer who is building his business for the future is continually looking for new ways of increasing his volume and profit. It is to this type of plumber that these pages are dedicated in a spirit of helpfulness. To "Help You Help Yourself" is our sincere ambition.

On the next page we ring the

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MILWAUKEE — *First City in Diversity of Industry!*

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## 22% Federal Income Tax Gain for Wisconsin!

**I**NCOMES are growing in Wisconsin! The total federal income tax paid by residents of this consistently prosperous state in 1928 was 22% greater than a year ago — while the national average showed a 2% decrease!

Business is good in the Milwaukee-Wisconsin market! And you can sell your product here at the lowest possible advertising cost per sale through The Milwaukee Journal alone — read by more than four out of every five Greater Milwaukee families and in the better class homes throughout Wisconsin.

**THE MILWAUKEE JOURNAL**  
*W*FIRST BY MERIT*W*

---

WISCONSIN — *First State in Value of Dairy Products!*

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cash register, jingle the dollars. We say, "The object of this is turnover or, in plain language, profit." This is illustrated by a dollar sign and a picture of a pile of money. Not subtle perhaps, but we are dealing with retailers, artisans, men who have little time for subtleties.

Next we introduce the product with a picture of a Church Seat and the words, "Church Seats build turnover or profit."

Right here is where a lot of advertisers fall down. They ask the retailer to believe the statement on their say so. This, we felt, was the wrong method.

Therefore, our next page shows a photostatic copy of a letter from C. W. Campbell, a plumber in Winchester, Mass. It is written in longhand by a man who hasn't ever found the reason for installing a typist or a typewriter, in other words, by an average plumber. In the letter Mr. Campbell tells how he sold two Church Seats as the result of an inquiry produced by our national advertising and how he sold three seats through a display which had been in only a short time.

Let me stress again the important fact that we prove our point by calling upon a plumber. We don't ask our prospects to take our word. We show them what we have done for other plumbers.

We then drive home the argument with this: "This was no effort on his part—we created it—all he did was to supply the goods and take the profit, \$5.50 gross profit." Again the dollars jingle.

The next page reproduces a letter from a plumber in New Jersey, who writes us that he can directly trace six sales to our window display and makes some comments of friendly criticism.

On the next page we say, "Every man is in business for one big reason—to make money. The main interest that you have in this business is the amount of money you make."

On the following pages we point out that a plumber's customers who are building new houses or remodeling old ones buy many

things. We then show how much of a consumer's building dollar goes into plumbing and tell the plumber that his job is to get more of that dollar than he is now getting.

Next we tell the plumber that many manufacturers bid for the consumer's money. On the following page we reproduce an advertisement for Valspar to demonstrate how paint manufacturers bid for the building dollar. We then show an advertisement of Creodipt shingles and point out that the lumber and shingle manufacturer is making his advertising bid for a part of the dollar. We then show how large plumbing houses, Kohler, Standard and Crane, are helping the plumber.

Finally we picture a dozen or more nationally known trademarks, among them our own. We say: "The Church trade-mark has the same value to the dealer as other nationally known trademarks. It prominently identifies the product with established quality—makes it readily acceptable to the consumer—advertising creates confidence."

Note what we have done. We have used other manufacturers' advertising to lead up to ours. We have shown the plumber how successful manufacturers in fields other than our own are building sales for dealers by advertising. Then we tie Church in with these manufacturers. How better could we lead up to the story of our advertising?

But we don't stop there. On the next page we show a letter from a plumber in Drexel Hill, Pa., who explains that he handles Church Seats because once the name is mentioned the sale is half made. Again we let the plumber himself clinch the argument.

#### NO BUNK

Now we get to our big argument, *resalability*. We don't talk demand. We don't try to get the plumber to believe that people are going to clamor at his door to buy our product because it is advertised. That is bunk and the dealer

(Continued on page 202)

New England's Second Largest Market

In the first six months of 1928

# The Providence Journal-Bulletin

carried

161,625 lines or 96.9%

of all

## Radio Advertising

in Providence newspapers. For the year 1927, the figure was 97.8%.

Providence with local stations on the National Broadcasting and Columbia hook-ups, is an excellent market for radio advertisers.

With a combined circulation exceeding 120,000 net paid, these great newspapers have a greater circulation than the eight other English language dailies in the state combined. They offer adequate coverage of this profitable market at a minimum cost.

### Providence Journal Company

Providence, R. I.

Representatives

Chas. H. Eddy Company  
Chicago - NEW YORK - Boston

R. J. Bidwell Company  
San Francisco - Los Angeles - Seattle

# "Plenty of Room Inside"

A Few Notes on Copy Limitations

By Loring W. Batten, Jr.

ALL forms of expression have always had limitations. Copy writers know this, but scant comfort it is to them as they strain at their bonds. On every side they see walls of space limits, hedge-rows of policy restrictions, precipices of prejudice, coral reefs of conservatism, to cramp their movements and restrain their freedom. They have a tough time.

Let's consider some of these limitations. The most obvious and definite one is that of space. There's no dodging the fact that advertising space is always limited, and that almost always cramped space interferes with exposition. It is extraordinarily difficult to be both picturesque and complete in a number of words insufficient to describe the product advertised. Barren copy is the too probable result of attempting to tell the full story in a night letter. Many a writer is so jammed up in small space that his mind shrinks to fit. He sees the rules that bar his text space so clearly that everything else is out of focus. What he cannot do lays a smoke screen over what he might yet do.

Next after the bitter finiteness of white space comes the limitation imposed by the approved policy of the campaign. These include all manner of restrictions—inevitably—from the shares of space allotted to text and illustration respectively to the "standing detail" that must be worked into every advertisement. The tighter the policy, the less room for the soul of the word-worker. However, this is a limitation only in one sense; for the policy should grow out of the paramount needs of the advertiser, and his product, and should recognize and harmonize all the other limitations here discussed.

The product advertised presents limitations peculiar to itself. The copy writer cannot say of a five-pound metal candy box what he

might well say of a five-passenger sedan. He is forced to give different treatment to a radio cabinet and a razor. He cannot even say of one razor what he might of another, and stay within bounds of truth and wisdom. These are the more obvious restrictions, inherent in the subjects of the advertisements he writes. Beyond them lies a vast vague limbo of "the things that can't be said"—out of regard for propriety, law, competition, public opinion, *et sim.* Often enough it is right here that he finds the really strong points in favor of the article—and he finds them either altogether unmentionable or to be treated only in round-about ways. All this mysterious "feminine hygiene" hocus-pocus, by way of example. "Mother never told me," and I can't make much sense out of the advertisements. But you can't blame the writers for that.

## THE CLIENT'S LIMITATIONS

Then there's the client. He imposes some limitations, naturally enough. He sees what he is up against more clearly than the agency can, as a rule. And if he puts over his ideas more often than the copy writer likes, isn't that pretty good evidence that he is a better man than his advertising counsel?

The ideal writer would meet no inside bars in the ideal agency—but advertising men are human under the skin. It follows that there are heights any given organization cannot scale without dangerous strain on the heart. The venturesome writer, pointing his word-airship into new altitudes, may encounter a "ceiling" beyond which the atmosphere is too thin to support him. The agency as an institution can usually be trusted to keep individual members within bounds of sanity—which is doubtless all for the Greater Good. A genius or two may have been



# The Biggest Pay Roll in Detroit's History!



According to the Employers' Association, which represents two-thirds of Detroit's total industrial manpower, the number employed by its membership for the week ending September 4th was 298,744, an increase of 98,079 over the corresponding week of a year ago—or

## 49.4% Increased Employment

This record employment, however, is not the only indication of prosperity for the Detroit Market. In a series of Industrial Studies of Detroit, Lester K. Kirk, of the Bureau of Business Research of the University of Detroit, reports that for the first six months of 1928, as compared with the same period of 1927—

Department Store sales increased 17.5%

Average Daily Bank Debits

Increased .....16.2%

Industrial Power Consumption

Increased .....12.7%

With such favorable conditions prevailing in the world's highest wage paying metropolis, advertisers find an especially productive medium in The Detroit News, for The News has been for 55 years Detroit's home newspaper—four out of every five families in Detroit receiving an English newspaper take The Detroit News.

You can share in the prosperity of the Detroit Market at a minimum advertising cost, for The Detroit News' thorough coverage of this rich area needs no supplementing with other media. Investigate the rare possibilities of Detroit and The Detroit News, its HOME newspaper

# The Detroit News

The HOME newspaper

New York Office

I. A. KLEIN, 50 E. 42nd St.

Chicago Office

J. E. LUTZ, 6 No. Michigan Ave.

hampered, but undoubtedly the world has equally been spared a lot of wild advertising.

How about the copy writer himself, by the way? We have watched him stubbing his toes and butting his brains against an assortment of rules, bars, fences, taboos, policies and personalities, all external to himself. Yet a moment's thought tells us that his most hampering limitation is within himself. He is limited by his experience, education, courage, energy, intelligence, curiosity, initiative, inventiveness; write your own list. On the whole, this is a comfort to him, when he realizes it, or should be; because it puts the external limitations in their place. The fog lifts a bit, and the writer who fancied himself so narrowly encompassed sees that he is really rattling around in a great open space. He has lots of room to spread out, if he can only make himself spread. He can even fly a bit, if he has wings. He can yield to all restrictions and still produce new, fresh, vigorous, activating copy—if the spark is in him and his spirit is right.

What's the old line about "Stone walls do not a prison make, nor iron bars a cage"? It is not such a far-fetched wall text for all of us in this advertising business.

### T. C. Clark, Publisher, "Farmstead, Stock & Home"

Thomas C. Clark, general manager since January of *Farmstead, Stock & Home*, Minneapolis, has bought a substantial interest in and has been made president of that publication. Under the new ownership the paper will resume its former name of *Farm, Stock and Home* which it bore before it absorbed the *Northwest Farmer*. Mr. Clark formerly was with The Standard Farm Papers, Inc., Chicago.

### L. C. Boone with San Francisco "Examiner"

Louis C. Boone has been appointed advertising director of the San Francisco *Examiner*, PRINTERS' INK is informed by George Hearst, president and publisher. Mr. Boone has been associated with the Hearst organization for twelve years, beginning his career with the *Chicago American*. He has devoted most of his time to work in the Chicago and Detroit fields.

### Boone Appoints F. S. Payne Detroit Manager

Franklin S. Payne has been appointed manager of the Detroit office of a group of Hearst newspapers of which Rodney E. Boone is general manager of national advertising. Mr. Payne succeeds Louis C. Boone whose change of position is reported elsewhere in this issue. The papers represented by the Detroit office include the *New York Evening Journal*, *Chicago Evening American*, *Washington, D. C. Times*, *Albany, N. Y., Times-Union*, *Baltimore News* and *Milwaukee Wisconsin News*.

### "The American Home" Starts with October Issue

Doubleday-Doran & Company, Inc., Garden City, N. Y., has announced that *The American Home* will make its introduction with an October issue. This publication will be devoted to the building, equipment, decoration and furnishing of homes and the planting and raising of gardens, with major emphasis placed on the modest house. *The American Home* is a continuation of *Garden and Home Builder*.

### A. J. Kobler Leaves "The American Weekly"

A. J. Kobler has resigned as president of *The American Weekly*, New York. He had been with the former *New York Globe* previous to his joining the Hearst organization as business manager of *The American Weekly* when it was started eleven years ago. He subsequently became secretary and treasurer and, later, president.

David E. Town, chairman of the executive committee of the Hearst newspapers, has, in addition, become president of *The American Weekly*, succeeding Mr. Kobler.

### Remington Rand Appoints Ayer

N. W. Ayer & Son have been appointed by Remington Rand, Inc., Buffalo, N. Y., to handle the advertising of the following divisions: Kardex, Library Bureau, Kalamazoo, Baker Vawter and Safe Cabinet.

The institutional campaign of the company continues to be handled by Lennen & Mitchell, Inc.

### Laurence Riker Joins Percival K. Frowert

Laurence Riker has joined the Percival K. Frowert Company, Inc., New York advertising agency, as comptroller. He formerly was secretary and treasurer of Olmstead, Perrin and Lefingwell, Inc., also of New York.

A. H. Kesler, formerly production manager and space buyer for the Turner-Wagener Company, Inc., Chicago advertising agency, has joined The Quinlan Company, advertising agency of that city, as manager of the production department.



THE  
JOHN H. DUNHAM  
COMPANY  
ADVERTISING



In the six years or so of its existence this advertising agency has taken its place with the leaders in advertising practice ... probably because of 3 things:

1. *Creative ideas.*
2. *The technical ability to carry out these ideas.*
3. *The business experience properly to relate advertising to the client's sales efforts.*

TRIBUNE TOWER • CHICAGO



A New Record for Speed—  
A New Standard for  
Newspaper Enterprise!

*Now at*  
**2:35 p.m.**

*the*  
**RED STREAK**

Final Markets Edition  
of the Chicago Daily  
News is on the Street  
in Chicago

**THE CHICAGO D**

*Chicago's Home News*

**ADVERTISING  
REPRESENTATIVES:**

**NEW YORK**  
J. B. Woodward  
110 E. 42nd St.

**CHICAGO**  
Woodward & Kelly  
300 N. Michigan Ave.

Wood  
408 F

MEMBER OF THE 100.00 GROUP

The Chicago Daily News has advanced again the publication time of its final markets edition—the Red Streak—the *complete*, final report of the financial day.

First 3:10, then 2:45—a time record unapproached in Chicago—now 2:35 is the Red Streak Hour.

The Chicago Daily News has lowered its own unchallenged record to demonstrate the slogan "FIRST!" for its financial news and the will to set its journalistic standard ever higher.

The Red Streak maintains an accuracy, a timeliness, a completeness unduplicated in Chicago.

Its new time record climaxes years of constant effort, constant progress and constant superiority in the publication of financial news.

*The financial service of The Chicago Daily News, in quality and reliability, illustrates an editorial program that has won Chicago readers, men and women, of buying and investing ability.*

## "Hi-Lo"

Over six months ago The Daily News adopted the "hi-lo" system of hand-set type for stock tables—the speediest method of composition known to modern newspaper printing. Since February this system and The Daily News ticker and wire services have been constantly improved and perfected.

# CHICAGO DAILY NEWS

om Newspaper

#### DETROIT

Woodward & Kelly  
408 Fine Arts Bldg.

#### SAN FRANCISCO

C. Geo. Krogness  
303 Crocker 1st  
Nat'l Bank Bldg.



GROUP OF AMERICAN CITIES

# WKY

## *means another service to Oklahoma Farmer- Stockman subscribers*

¶ On or about October 1st, the Oklahoma Farmer-Stockman will give Oklahoma farmers with radio receiving sets a broadcasting service through the purchase of station WKY, pioneer station in Oklahoma City and the Southwest.

¶ WKY will go on the air with a new and complete 1000-Watt R.C.A. station which will furnish perfect reception day or night under the worst conditions within fifty miles of Oklahoma City. Under normal conditions it will serve everybody within one thousand miles.

¶ Market news, agricultural information, and every other kind of program that farmers want will be developed and put on the air by this new giant station.

¶ This move will add to the already strong subscriber contact which the Oklahoma Farmer-Stockman maintains with its subscribers. It will enhance the pulling power of the advertising of those manufacturers who use the Oklahoma Farmer-Stockman in selling the great Southwestern market.

Carl Williams  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

Ralph Miller  
Adm. Mgr.

Published by THE OKLAHOMA PUBLISHING COMPANY  
THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES  
Represented by E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco

184,168 A B C Circulation each issue

# Certify Salesmen or Abolish the Cold Canvass

A Purchasing Agent Tells What He Believes Is Wrong with Most Salesmen and Suggests That They Be Made to Pass Examinations Before Being Allowed to Sell

By W. A. Wolschlag

Director of Purchases, Ditto, Incorporated

**A**N enterprise selling a nationally used product must as a matter of course maintain a policy of courtesy and a willingness to interview all salesmen who call on its purchasing department. The problem of the purchasing agent then becomes a matter of quickly receiving the salesman's message, a prompt decision and a speedy but courteous termination of the interview.

There are, no doubt, more types of salesmen than there are brands of cigarettes, but five principal types will cover most of them.

The first is what I call the Accidental type. He ranges in age from the young man just out of high school to the old man in his dotage. He is one who never studied for a definite profession or occupation. He just happened to go into selling; maybe because it was not necessary to take a special course or pass an examination to get a job selling. He doesn't know much about his product or a method of quickly presenting his message. His approach is something like this: "Mr. W—, I just happened to be in this neighborhood and thought I would call on you." Having neither the time nor inclination to visit with him, but being mindful that courtesy is necessary, we patiently endeavor to learn what he has to sell and why he thinks we have need of it.

Here is a waste of two people's time, which in the eyes of the economist is of great importance.

Another form of approach by this type goes like this: "Mr. W—, my name is J. Hamilton Glutz, with the Import Cabinet Company. I've just been transferred to this territory and thought I'd check up with you." Then he pulls out a printed form and ex-

pects one to answer several dozen questions, some of which require a wild guess or the assistance of a statistical clerk.

The waste here is not so great but the wear and tear on the buyer's temperament is tremendous.

Some of these fellows have a real message to deliver, but like the correspondent who uses defunct phrases in letters, they persist in uttering hackneyed and meaningless introductions.

One of these chaps pestered the life out of me for about a year. He was trying to sell small tools, etc., for a factory supply house. His principal plea was that I should give him an order because I hadn't done so before. Finally I fixed up a game with our chief engineer.

I told the near-salesman to see the chief, which he hastened to do. He came back with a requisition for a left-handed monkey-wrench, a paper stretcher, a glass bender and a square circle saw. He asked to use the phone to call his house to see if it could furnish these items. I'm quite sure he didn't know he was being kidded.

As a rule the older men have a better approach, but many of them have changed jobs so often they cannot concentrate upon their present mission and often launch into a harangue relative to some product they formerly tried to sell.

All this time the purchasing agent is patiently endeavoring to overlook the salesman's inadequacy and give the house he represents a fair chance. But why, I ask you, is this necessary?

The second type is the College-Graduate salesman. His approach is usually good but slightly condescending. He covers up a lack

of knowledge of his product by acting as if your questions were hardly in order. I am gradually coming to the conclusion that most of these boys are selfish. With their college valedictory speech still ringing in their ears and fired with a desire to ascend to the heights, they feel the humble purchasing agent should immediately succumb to their force of argument. They are not eager to render real service and often take advantage of technicalities when a deal turns out badly.

This is not the proper contact between buyer and seller and not much progress is made until the college lad demonstrates an earnest desire to be of real service.

In the meantime, the manufacturer wishes to sell and the consumer is willing to buy, but the salesman and the purchasing agent do not talk the same language. In time the college-graduate salesman becomes more practical or drifts into the selling of bonds and insurance.

#### HIGH-PRESSURE TELEPHONE SOLICITATION

Speaking of bonds brings to mind an incident which happened several years ago. I was constantly being called by phone, at my office and at my home, by bond salesmen who usually would open up with "Mr. W., did you notice the rise in General Motors, etc.," and then launch into a rapid description of some stocks or bonds they wanted to sell. It was impossible to head them off without hanging up the receiver.

One day I spoke of this annoyance to a banker friend who gave me the following explanation: Shady brokers obtain names of those who have at some time purchased well-known stocks. Young men are employed to phone these lists. As soon as the operator connects them they place the receiver on the desk and read into the transmitter from a typewritten copy. At intervals they pick up the receiver and say, "You agree, don't you, Mr. W.?" If your answer is negative, or you try to head them off, down on the desk goes the receiver and some more

of the printed sheet is quoted.

It's a mystery to me how they ever sell bonds that way, but they must or they wouldn't keep it up. They had me on their lists for over a year before I learned their method.

Think of the harmful effect this has on legitimate bond selling and keep it in mind for the summary of this article.

Another type of salesman is what is commonly termed the High-Pressure salesman. This is the sale-in-one chap who talks you into submission, decides for you, points to the dotted line, eases a pen into your hand and stands ready with a blotter.

When interviewing these salesmen I am faced with a vexing problem. If I provide them with a chair they will extend their visit; when forced to stand they look down upon one from their superior height and therefore have a decided advantage, and if I stand with them I am more easily exhausted and thus become an easy prey.

When the buyer realizes pressure is being used he loses all interest in the product and looks for a chance to terminate the interview. If the high-pressure salesman is wise he will not be persistent like the fellow who once tried to rush me off my feet. As soon as I discovered his method I deliberately heckled him. He finally lost his temper and declared, "I wouldn't sell you if you were the last man on earth," and then rushed out in a rage.

About a year later I asked a vendor to send one of its salesmen. Who should walk in a few days later but this self-same, hot-tempered, high-pressure salesman. He apologized for his foolish act, explained that he had made a change in employers and hated like the dickens to come over and get kicked out.

I liked him for facing the music. He made a real sale and I believe learned a valuable lesson at the same time.

High-pressure men may obtain more orders but make fewer sales. To my mind, a sale is not consummated until the purchaser has



received the merchandise or service, has paid for it and obtained benefit through resale or use.

Some may ask at this point what the difference is between high-pressure and correct selling.

Forceful and sincere presentation of honest merchandise or service, of real value, is not high pressure. When salesmen bear this in mind they are selling correctly and will be cordially received.

#### THE OLD SCHOOL TYPE

The fourth type is now in the minority. I refer to the Old School type, the jovial handshaking, back-slapping chap with the ever-ready cigar and funny story. Although he wastes much time visiting, he is more welcome than some of the other types. Usually he knows his product well but makes the mistake of talking about everything except what he has to sell.

I recall one chap who called on me a number of times over a period of two years. I don't remember just how I maneuvered him through the exit each time, but I always had a hazy idea he was selling something like conveyor belts or stone crushers. Eventually I learned he was selling grindstones. I presume his card indicated that, but after the first visit he never presented his card but walked in as if he was answering a hurry call, greeted me like a long-lost friend and proceeded to enjoy a nice little visit.

Another of these jovial rascals called on me occasionally and one day dropped in when I needed quotations on merchandise he was selling. I was rather busy, so I just chucked a bunch of measurements, specifications and quantity requirements into his hands, told him to call me by phone or write and chased him out of the office. I recall he looked rather bewildered and not at all accustomed to this modern method of dealing with salesmen.

Later in the week he returned with a rather doubtful look on his face, as if he wasn't sure of what the next move should be. Someone at the office had worked out the prices for him, I guess, and he presented his quotation much

as a boy would exhibit the first marbles he had won. I am quite sure he expected me to exclaim over his accomplishments. I had previously received the quotations by phone and while he was lighting a cigar reached in my file for an order I had already prepared. But he just couldn't accept that order without a certain sales talk he thought was positively necessary.

No doubt the law of averages and appreciation of good-nature provide enough orders to justify and encourage such salesmen to hang on. Most of them, however, have changed their style or dropped out of the race.

Webster gives as one definition of Executive, "Designed or fitted for," therefore I shall call the fifth type the Executive-type salesman. There are many, many different kinds, but correctly to qualify under this heading they must have been trained in a definite manner for the job of selling—their knowledge and faith in their product must be complete. They must indicate that they realize the worth of time by employing it well themselves. They must adhere to the old adage, "business before pleasure." After they have received the order they will chat a few moments if the purchasing agent is so disposed; otherwise they go briskly about their business.

These men could easily pass an examination in salesmanship, be properly certified and receive a diploma.

Now for the summary and the idea given birth through years of observation.

If men, before being permitted to call themselves "salesmen," were required to study all of the requisites, to pass an examination under a State board and to be certified or registered just like certified public accountants, the cold canvass salesman would no longer be a source of annoyance or continue to cause a tremendous economic waste.

Think how different conditions would be. Now when the information operator tells me a salesman wishes to see me, I wonder which type he will be and groan

to think of how much time will be wasted obtaining his message and getting rid of him. It is then I heartily wish some wise Providence would abolish the cold canvass.

On the other hand, if salesmen were certified, I would know that all the weak sisters had been sifted out and he who sought an interview was indeed a salesman.

The idea might be carried even farther. A national economic board might be established to place its approval upon all products and service of economic value, it being optional with the manufacturers in submitting products for approval.

With a product approved by such a board and armed with a salesman's certificate or diploma, all salesmen would be cordially received. The purchasing agent's work would be a pleasure and cold canvass would no longer mean annoyance and waste.

Think this over, Mr. Sales Manager. Wouldn't your job be easier if you could obtain certified salesmen? Wouldn't their work be easier and more productive if they carried an open sesame to every buyer? Think of the increase in hours spent in presence of the buyer. Give thought to the sales resistance which would automatically be removed.

Spend a week relieving your director of purchases and record the time wasted in senseless interviews. Classify the men who call and I am sure you will agree it is time to *certify salesmen or abolish the cold canvass.*

### Philco Batteries to Advertise in Canada

The Philadelphia Storage Battery Company, Philadelphia, through its agency, Philco Products, Ltd., Toronto, Ont., will conduct a newspaper advertising campaign throughout Canada. This campaign will be directed by the Tandy Advertising Agency, Ltd., Toronto.

### Alfred Weissenbach with "The American Weekly"

Alfred Weissenbach, formerly advertising director of the Milwaukee *Wisconsin News*, has joined the Chicago office of *The American Weekly*.

### William Boyd to Remain as Curtis Director

William Boyd, who, as previously reported, has resigned as advertising director of The Curtis Publishing Company, is to continue as a member of the board of directors. He thus will continue an association which started twenty-seven years ago when he joined the Curtis company.

The first position of Mr. Boyd was that of a representative in the Chicago office of which he subsequently became manager. In 1915 he became advertising director and, in 1927, was given the title of vice-president in charge of advertising. For eleven years he directed the advertising policies of the Curtis publications which include *The Saturday Evening Post*, *The Ladies' Home Journal* and *The Country Gentleman*.

### J. A. Callahan, Publisher, Seattle "Post-Intelligencer"

J. A. Callahan, for a number of years advertising director and general manager of the San Francisco *Examiner*, has been appointed publisher of the Seattle *Post-Intelligencer*. This appointment becomes effective October 1 when he will succeed King Dykeman who has resigned to resume his law practice.

Vaughn Tanner, who has been general manager of the *Post-Intelligencer*, will continue as legal counsel.

### W. A. Briggs Advanced by Boston Woven Hose & Rubber

W. A. Briggs, for many years in charge of the service department of the Boston Woven Hose & Rubber Company, Boston, has been made sales manager.

Other appointments recently made include R. J. Owens as merchandise manager, and H. F. Maxon as district field manager in charge of New York State, Pennsylvania, New Jersey and Delaware and Maryland territories.

### C. W. Burst, President, Moon Motor

Carl W. Burst, vice-president and general manager of the Moon Motor Car Company, St. Louis, has been elected president. He has been with the Moon company for over twenty years and, as president, succeeds Stewart McDonald, who has been made chairman of the board. All other officers have been re-elected.

### Barton Currie, Editor, "World's Work"

Barton Currie has been appointed editor of *World's Work*, Garden City, N. Y. He was for eight years editor of *The Ladies' Home Journal* and, at one time, was editor of *The Country Gentleman*.



Circulation	
Herald and Examiner . . .	411,515
New York Times . . .	405,707
Boston Post . . .	395,607
New York World . . .	334,482
N. Y. Herald Tribune . . .	302,365
Philadelphia Inquirer . . .	277,880
St. Louis Globe-Democrat . . .	264,604
Kansas City Times . . .	248,941

A. B. C., March 31, 1928

# *Not in any other city in* **ALL AMERICA**

is there a standard size  
morning newspaper with  
as large a circulation as  
The Chicago Herald and  
Examiner.

[
 Daily Circulation 411,515
 ]
  
[
 Sunday Circulation 1,151,907
 ]

## **THE CHICAGO** **HERALD *and* EXAMINER**

National Advertising Manager—J. T. McGIVERAN

EUCLID M. COVINGTON  
285 Madison Ave., New York

T. C. HOFFMEYER  
635-6 Hearst Bldg., San Francisco

# BUSINESS IS GOOD IN THE NEW YORK MARKET

-and a record-breaking  
**AUGUST**  
shows where it's best

During the month of August, 1928, the New York Evening Journal printed 2,954 $\frac{3}{4}$  columns of paid advertising.

This was the largest volume of advertising for any August in the history of the New York Evening Journal!





## OVERWHELMINGLY FIRST in Public Preference!

The New York Evening Journal is proud of its record volume of August advertising, but its circulation supremacy means even more!

For more than twenty-five consecutive years the Evening Journal has had over 100 per cent more circulation . . . among the worthwhile families of Metropolitan New York . . . than the next largest standard New York evening newspaper.

# NEW YORK EVENING JOURNAL

*The Greatest Circulation of any Evening Newspaper in America  
and a QUALITY Circulation at THREE CENTS a Copy  
Daily and FIVE CENTS Saturday*

HEARST BUILDING  
CHICAGO, ILL.

9 EAST FORTIETH STREET  
NEW YORK CITY

BOOK TOWER BUILDING  
DETROIT, MICH.

**The Detroit Times**

**GAINED  
1,014,222**

**lines in display  
advertising for  
the first eight  
months of 1928.**

**We believe this to  
be the largest gain  
in display advertising  
of any newspaper in  
the United States.**

***"The Trend is to The Times"***

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# Sentiment? We Need More of It in Advertising!

An Answer to Those Who Object to the Commercializing of Sentiment

By Trent D. Sickles

SEVERAL articles attacking the commercialization of sentiment have appeared recently in *PRINTERS' INK*. Much of the criticism is undoubtedly justified. However, consideration of this subject should be prefaced by recognition of the fact that some advertisers, in this as well as in everything else, lack not alone good taste, but also fail to have a reasonable conception of the merit of making advertising conservative rather than gaudy.

It seems only proper, therefore, that some of the constructive phases of this question should be considered in judging whether or not sentiment has a legitimate place in advertising and merchandising.

Mother's Day, Christmas and Father's Day have carried the brunt of criticism when commercialization of sentiment has been discussed. But does the factor of sentiment in advertising and selling arbitrarily stop at this point? Not long ago, a business executive invited me to view a beautifully wooded lot he had recently purchased for the site of his future home. The happiness of his family and regard for his wife and children were the only motives prompting this purchase. Aside from the element of sentiment, one could not possibly classify it as a profitable investment for him. Surely the salesman who sold him the property would have been remiss had he not presented these sentimental considerations.

Mother's Day is not an occasion of recent origin as many believe. It has developed through several centuries as a custom that traces its beginning to early English times, when it was celebrated by children having a holiday from their apprenticeships to return home bearing gifts to their

mothers. Today, we pay this special tribute to mothers on the second Sunday of May, and our homage is expressed as individual sentiment dictates.

Local stores and national advertisers, alert to this trend of public sentiment, have in recent years aligned their advertising programs with the growing recognition and appreciation of Mother's Day. This trend has enriched advertising pages with new thought and character. What is there that is wrong about this?

Who can question the fine sentiment that promotion of such an idea will arouse in the hearts and lives of children of all ages? Who will question this custom of gift-giving when they permit their imagination to picture a child taking some little gift to mother on this special occasion? Or when the mother back home receives the gift which thoughtful remembrance brings from the boy or girl at college, or from the mature business man whose mother hears from him all too infrequently?

## UTILITY PRODUCTS AS GIFTS

Quite a little has been said about certain items of merchandise which these critics of sentiment in business hold to be unsuitable for Christmas gifts. A foot pedal kitchen receptacle bore the brunt of a recent critic's satire. Caustic emphasis was given to the claim that advertisers of utility products are lacking in judgment and that they insult the intelligence of the public by thus presenting their merchandise.

It seems to me that a study of public psychology in regard to gift-giving is necessary before criticisms of this kind may properly be made. This applies equally to all gift-giving, and also to the

place which sentiment may or may not have in advertising.

To some people a gift must be a non-essential; others demand practicality and usefulness. Some distinguish the selection of a gift by classifying it as a luxury or necessity, measured by their own standard of living. Still others believe a gift should be something that is nice, but of a nature that the recipient would not voluntarily buy for herself or himself. All of these represent happy and logical viewpoints. Therefore, the advertiser who offers a convenient and good-looking pedal operated kitchen receptacle as a gift is talking to a large audience of thinking people who would much prefer to receive or give a gift of this type than some item entirely lacking in utility and daily usefulness. If this be true, we must then place other products on the gift consideration list, such for example as vacuum cleaners, electric refrigerators, and many other items of similar classification.

Gift-giving is by no means a secret art. In many homes the decision in regard to a gift is based upon many pleasant hours spent in consideration of the question. It may be for an anniversary, a birthday, for graduation, or for some other event or achievement. The advertiser who presents his product as a gift to these family circles is certainly exercising a constitutional right, plus being subject to a heavy financial penalty if his idea is unsound. Thus, his judgment, taste, and tactfulness is submitted to the public for its interpretation and approval.

Advertising in reality has but one basic purpose and that is to sell ideas. In the field where sentiment may be held to predominate, there are several opportunities which seem to be worthy of wide development.

St. Valentine's Day is presented to us in childhood as a happy occasion for children to greet each other with little tokens and cards. The historical background of this day is such as to make it universally recognized and accepted. It may betoken either love or

friendship. Is there any logical reason why we should automatically forget this sentimental occasion when we grow up? Many people accept it as an occasion to send flowers or other gifts. Advertisers who develop this idea are simply calling attention to a sentiment; it rests entirely with individuals as to whether or not they wish to observe it.

Father's Day has been exploited by columnists and cartoonists to such an extent that we are perhaps prone to overlook the deeper sentiment which this raillery hides. Tens of thousands of American homes welcome the day as an opportunity to let Dad know they appreciate the place he fills in the family circle. And the fact that Dad is given a necktie, pipe, or new golf club as a remembrance of the occasion doesn't detract from his appreciation of the special attention given him on this day. The boys and girls, wives and mothers who select these gifts undoubtedly welcome the Father's Day suggestions developed through advertising.

The advertising critic chooses to call this sort of advertising "commercialization of sentiment." But how does it differ in character from the splendid advertising program of a certain Eastern oil company whose advertising is based entirely upon the sentimental appeal of New England's beautiful scenery? The copy presents to the reader the idea of touring in New England, but the reader is certainly left entirely to his individual choice as to whether or not the suggestion is to be followed. Likewise, the auto manufacturer emphasizes sentiment by depicting his product as the means to make family happiness complete.

Take, as another parallel, the advertiser who presents his merchandise with the suggestion that it will lift the burden of drudgery from the backs and hearts of homekeepers. A strong and effective appeal to sentiment! Can there be any objection to it?

Business has achieved the position of being socially useful. Perhaps advertising, in the future,



# Here's the **RADIO** score in Indianapolis

(First 8 Months of 1928)

—Percentage of  
COMBINED total  
of National  
RADIO Linage  
in All  
Indianapolis Papers:

**The NEWS .. 68%**  
(6 issues a week)

**All Other Papers  
Combined ..... 32%**  
(13 issues a week)



**The INDIANAPOLIS NEWS**  
*sells The Indianapolis Radius*

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL  
110 East 42nd St.

Chicago: J. E. LUTZ  
The Tower Bldg.

**NEWS CIRCULATION IS OVER 93% HOME-DELIVERED**

especially in the retail field, may advance to a position wherein the dogma of timeworn sales will be relegated to the past and there will arise a new conception of advertising thought. It will be refreshing; it will sell sentimental and practical ideals of living, home beauty, comfort and utility, leisure hours, and a more wholesome existence. With such a purpose, advertising will achieve better results for both the reader and the advertiser. Isn't it the opportunity and responsibility of advertising and merchandising to lead the way to these ideals of living? Properly directed advertising may achieve more in the way of social betterment in one year than social agencies might accomplish in a generation. As an example of this take the advertising of certain life insurance companies, wherein the basis of their appeal is dependent almost entirely upon sentiment.

Sentiment and children! Social authorities have sought the active support of American retail business in the promotion and cultivation of National Child Health Week. Retail stores have welcomed the opportunity to align themselves with this movement, and through them the event has achieved more widespread and favorable publicity than through all other sources combined, with the possible exception of the schools. Stores, through this promotion, present proper clothing, recreational equipment, toys and other merchandise that contributes directly to wholesome child life. Women of America who are active in this movement appreciate this co-operation.

Business is helping to sell an ideal, a sentiment, a measure of happiness and health for children. It expects to profit by this—just as all business expects to profit from its service, regardless of what that service may be. Would the critic classify this as "commercializing sentiment"? And if so, isn't it a worthy contribution on the part of business toward the upbuilding of a practical ideal, with sentiment as the foundation for the promotion?

Sentiment in one form or an-

other is inseparably associated with advertising. There may be a difference in kind and degree, but sentiment nevertheless represents one of the strong foundation pillars of good advertising. Let advertisers use it in abundance, but with good taste and tact. The reading public will find it stimulating to their standard of living.

Sentiment? America needs more of it! It needs to preserve fine old customs! Our American life would be enriched by the creation of new ones! The opportunity is for advertising legitimately to present merchandise in correlation with these sentiments and customs so they may be more widely heralded and accepted. It has been said that the leading stores of a city are in a position to raise the standard of living of the whole community. It is equally true that stores may further improve their service to a city by building up, through advertising, ideals and sentiments that enrich our daily living.

If anything, advertisers are to be criticized for not developing schedules of advertising promotion that embrace sentiments and suggestions to enliven the pages of advertising to make them more attractive and interesting to readers. Florists are pioneering the way. Others are following. And out of this progress will come some mistakes but the great preponderance of it will be in the direction of helping to make America more thoughtful, more generous, and more devoted to that ideal of sentiment which causes us to think less of self and more of others.

### H. L. Behlke with "Better Homes and Gardens"

Harold L. Behlke, formerly with the Western staff of *Liberty*, has joined the Chicago office of the Meredith Publishing Company, where he will represent *Better Homes and Gardens*.

### W. Roy Barnhill, President, "People's Home Journal"

W. Roy Barnhill has been appointed president and publisher of the *People's Home Journal*, New York. He formerly was vice-president and publisher.

HERBERT HOOVER

**W**ITH four evening newspapers to select from, the Chicagoan is more than ordinarily able to exercise a preference in his reading. Hence the pronounced circulation leadership of the \*Chicago Evening American in its field, arising from choice rather than necessity, is of vital significance to the thoughtful advertiser.

\* 1 of 29 Hearst Newspapers Reaching Over  
20,000,000 Readers.

**CHICAGO EVENING AMERICAN**

a good newspaper

## HERBERT HOOVER

*says:*

*"Very few firms have the capacity for selling the United States as a whole, but we find many of them trying to do this . . . . A great many firms will undoubtedly find that by limiting their efforts to more circumscribed areas and intensifying their sales activities in such areas, they would not only reduce their selling costs but would probably produce a larger volume of business."*

Sales won't cost  
so much  
*and you'll sell more goods!*

**T**HE TREND today in marketing is to concentrate...to localize...to do intensive work where you can make sales at a good profit.

The Standard Farm Paper Unit offers an unparalleled opportunity for intensive selling...all the advantages of *national* coverage, without the disadvantages. No waste. Localize your advertising to fit each local need.

Follow Herbert Hoover's advice. Intensify! Concentrate! Dig where the "pay dirt" is!

## **Take Full Advantage of 21 Service Centers**

The Standard Farm Paper Unit consists of 15 separate non-duplicating publications—each a leader in thought and practice. They maintain 21 strategically-located publication offices. From these 21 service centers go LOCALIZED editorial contents; LOCALIZED advertising messages. These service centers give manufacturers every facility for local sales help, local market data, local cooperation.

### **“Pay Dirt” Markets**

They are the prosperous farm areas where intensive effort means big sales. Standard Farm Papers dominate these markets. More than 2,300,000 circulation, all A. B. C., going into *farm* homes where the desire to buy and the ability to pay are far ahead of any other farm areas you can choose.

The Marketing Guide, a comprehensive statistical study of the whole farm market, was compiled by disinterested authorities. Copies will be presented to interested executives by appointment.

## **The STANDARD FARM PAPER UNIT**

***One order—one plate—one bill***

WALLACE C. RICHARDSON, General Manager

#### CHICAGO

Courtney D. Freeman, Western Manager  
307 North Michigan Avenue

San Francisco, Kohl Building

#### NEW YORK

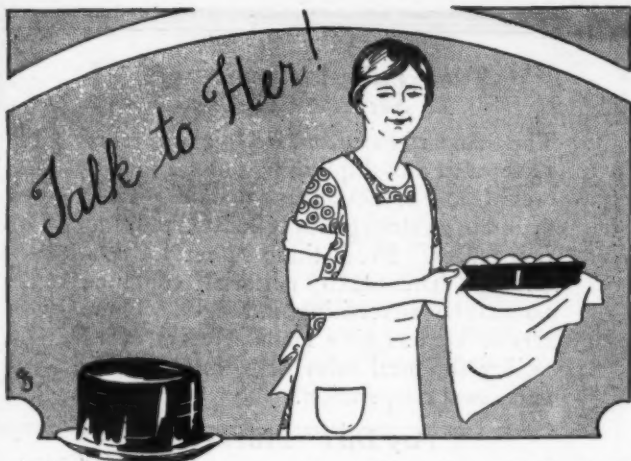
Willard R. Downing, Eastern Manager  
250 Park Avenue

***Your sales problem is national—but your dealer's is always local  
The Standard Farm Papers meet both!***

Missouri Ruralist  
The American Agriculturist  
The Wisconsin Agriculturist  
The Breeder's Gazette  
Pennsylvania Farmer

The Prairie Farmer  
Ohio Farmer  
Wallace's Farmer  
The Progressive Farmer  
Pacific Rural Press

The Nebraska Farmer  
Kansas Farmer  
The Farmer, St. Paul  
Hoard's Dairyman  
Michigan Farmer



## The Farmer's Better Half

**T**HE largest individual buying group in America is the farm group, in which the farmer's "better half" does most of the buying. Merchandising to the farm market is changing, due to the rapid emancipation of the farm woman.

Large manufacturers and forward-looking advertising men are looking to the farm market with a hopeful attitude. Farm women are being educated as to the uses of electrical equipment and other labor-saving appliances. These women have confidence in their own magazine, and react favorably to the advertising in its pages.

**THE FARMER'S WIFE** is the only magazine in America published exclusively for farm women.

### THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

*Western Representatives*

Standard Farm Papers, Inc.  
307 North Michigan Ave.  
Chicago, Illinois

*Eastern Representatives*

Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations

# Don't Try to Segregate the College Graduate

An Individual's Education Is Simply One of Many Factors That Must Be Weighed When Sizing Up a Man

By Lewis H. Brown

Secretary, Johns-Manville Corporation

I WAS very much interested in the article\* that appeared in *PRINTERS' INK* under the heading, "Leaders or Just Scholars?" It was particularly timely as a follow-up on the article that appeared in *Harpers Magazine* which was written by W. S. Gifford, president of the Bell Telephone Company, which I believe created quite a little comment among business men.

In the Johns-Manville Corporation we have over 500 college men. It is easy to compile statistics concerning them. Statistics may even be of some help in reaching general conclusions but I personally doubt the accuracy of the conclusions that are derived from any such limited data.

After all, we can never get away from the basic fact that we are dealing with individuals. When we throw a multitude of individual people into a "class" simply because they have been to college and tabulate statistics about them our statistics stand about a fifty-fifty chance of being either right or wrong.

Almost everyone, both those who have had it and those who have not, will agree that a college education is more likely to be an advantage than a disadvantage. As to whether high scholastic rating in college gives any greater assurance of success in after life depends largely on the vocation that the man adopts and what we mean by success.

From my observation of men in large business organizations, I would say that the individual's basic character, mental acuteness, personality, leadership and his ability to really work, are the things that determine the degree of suc-

cess that he attains. His experiences in life, including the experience of "college," are the things that intensify these qualities. If the individual did not have them to start with, the intensification resulting from his college or other experience has probably not been great enough to assure success.

In my opinion, high scholastic ratings in college offer no criterion as to after life. If we had records on the other high scholastic men in the same college classes in which Mr. Gifford's men received their training, the resulting statistics might be more reliable. No one has yet devised a satisfactory measuring stick with which to pick today the leaders of the future. We are still dependent upon the constant change and motion of the business world to jostle to the top and keep there—the bigger men—the leaders who by their accomplishments deserve success.

## Freeze & Vogel Take Over Hannah-Crawford Agency

The advertising agency business of Freeze & Vogel, Inc., and Hannah-Crawford, Inc., both of Milwaukee, were merged last week. The consolidation will be known as Freeze, Vogel & Crawford, Inc.

## C. F. Phillips, Vice-President, Peck Advertising Agency

Charles F. Phillips, recently with the Roxy Clothes Shops, Inc., New York, has been made a vice-president of the Peck Advertising Agency, of that city. He will make his headquarters at the Brooklyn N. Y., office.

## Gordon Collins with MacLean Publishing Company

Gordon Collins, formerly advertising manager of the Western Canada Flour Mills, Toronto, has joined the commercial printing division of the MacLean Publishing Company, of that city.

\* "Leaders or Just Scholars?" page 65, August 23, 1928.

# Women Show the Way in Political Advertising

They Launch a Campaign for Hoover in Ten Days' Time

**P**OLITICIANS, especially those in charge of presidential campaigns, are prone to avoid the use of paid advertising. It involves an expenditure which they do not like to contemplate. Although huge sums are raised to promote the cause of a candidate, practically all this money is devoted toward building up necessary publicity machines.

The present campaign, according to interviews with strategists of the major parties, is not going to be any different insofar as the harnessing of space advertising is concerned. For one thing it is felt, in some quarters, that the use of publication advertising is not entirely desirable. It is not desirable, for instance, because to some publishers it implies subsidizing. Such publishers feel that their publications, by reason of history and editorial fealty, are pledged to work to the utmost in the interest of their party affiliation and that there already is a place for special pleading.

On the other hand, publishers want feature articles, cartoons and similar editorial assistance, so the bulk of party funds is used to supply this need. A most radical change, however, has been effected this year in the expenditure of campaign funds. For this change, radio broadcasting is responsible. It has been stated that as high as \$600,000 will be spent by each party in this one avenue of publicity.

As regards paid publication space, neither the Republican nor Democratic publicity committee has very definite plans other than that no great employment is anticipated. It had begun to look as if politics, even in the midst of one of the most engrossing campaigns that has challenged public attention for some years, would again fail to profit by the experience of those who have proved the persuasive powers of paid adver-

tising. With the appearance of the October issues of women's publications, however, full pages in behalf of Herbert Hoover mark a change in the old order of things. Women show the way.

This advertising is the work of the Women's National Committee for Hoover. When organizing its work, this committee looked to the women's magazines as one of its most important means of getting its messages before women voters. It was soon learned that, with few exceptions, women's magazines had determined upon an editorial policy which precluded political discussions. Inquiry revealed the information that most of these publications were going to stay out of politics until after the election.

## A HURRY-UP JOB

Mrs. William Brown Meloney, editor of the Sunday magazine of the New York *Herald Tribune*, who is an active member of the committee, endeavored to interest the national publicity committee in meeting the situation but without result. It was determined that the large group of women's magazine readers must be reached, if not through editorial pages, certainly through the advertising pages. There were only two issues of the monthly publications before election and, it was felt, the November issues would appear too soon before election. To make the October issues, the committee had only ten days. In this short space of time, space would have to be bought and, what promised to be more difficult, funds raised to pay for it.

Mrs. Ogden Reid, treasurer of the committee, and Mrs. F. Louis Slade, chairman, together with other members, immediately started a personal campaign by letter and telegraph directed to women prominent in society and in the various fields of women's activi-



A STUDY of the coverage of The Free Press in Detroit and the Detroit market clearly proves it to be one from which the advertiser may anticipate and get profits, not mere volume alone.

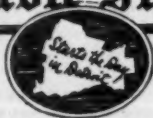
¶  
IN any community there are fairly well defined sections where it pays most and best to concentrate sales efforts. In the city of Detroit alone there are twenty-five of these sections, varying in area perhaps, but fairly un-

varying in their advertising responsiveness and ability to purchase.

¶  
IN these sections, The Detroit Free Press circulates to three out of every four homes. In addition, its coverage of every other home in the entire Detroit market assures honest concentrated selling effort without the penalty of waste.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

ties. Except for a contribution of \$2,000 made by a man, the entire fund of \$50,000 was raised among women. Every contributor knew the purpose for which the money was sought. The idea quickly caught hold, the list of contributors grew to approximately 1,000, and donations ran from 50-cent contributions by clerks and stenographers, to checks for large amounts from the more wealthy.

This fund of \$50,000 made it possible for the committee to contract for a full-page advertisement in a list of thirteen women's magazines. At the top of the copy appears this statement: "This advertisement was paid for by women who, differing in race, creed and political party, are one in the belief that it is the clear duty and high privilege of American womanhood to elect Herbert Hoover President of the United States." Along the left-hand margin is listed the names of thirty-seven women who subscribed to this statement.

Not all those who were asked to sign the statement were able to reply in time before the advertisement went to press. The letters of regret which the committee has received is strong evidence of the readiness with which women are prepared to employ advertising to put themselves on record before the women of the land. The text of the advertisement, itself, is a composite of the opinions expressed by the contributors in their letters.

The whole idea was thought and put into execution practically on the spur of the moment, and what has been accomplished is a distinct departure in political methods. Women in the ranks of the Democratic party also have taken up the use of paid space. Whatever other developments may take place between now and election day, it has remained for the women to see that paid advertising takes a definite place in the political scheme of things.

### St. Louis Club Moves

The Advertising Club of St. Louis has moved its offices to the Jefferson Hotel from the City Club Building.

### Publishers Appointed Trustees for World's Fair

Appointments to the board of trustees of the Chicago World's Fair Centennial Celebration, to be held in the year 1933, have been made as follows: John C. Shaffer, publisher of the Chicago *Evening Post*, Walter Strong, publisher of the *Daily News*, Roy D. Keehn, president of the Illinois Printing & Publishing Company (Hearst newspapers) and S. E. Thomason, publisher of the *Daily Journal*.

Homer J. Buckley, chairman of the Chicago Advertising Council, and William D. McJunkin, of the McJunkin Advertising Company, are already functioning as chairman and vice-chairman, respectively, of the committee on public information.

### Newspaper Campaign Planned for New Chicago Tower

The C. F. Noyes National Realty Corporation, connected with Chas. F. Noyes & Company, New York, real estate, has appointed Chester Parish, New York advertising agency, to direct an advertising campaign for leasing space in The Chicago Tower, a seventy-five story skyscraper which is to be erected at Chicago. Newspapers will be used.

### J. E. Schipper, Eastern Manager, "Automotive Daily News"

J. Edward Schipper, for the last seventeen years with the Chilton Class Journal Company, has been appointed Eastern manager of the *Automotive Daily News*, New York. Since 1924 he has represented *Commercial Car Journal* and *Operation and Maintenance* in New England and in New York State.

### Beverly Nichols Made Editor of "The American Sketch"

Beverly Nichols, English journalist and novelist, has been appointed editor of *The American Sketch*, Garden City, N. Y. He is the author of several books and, last year, visited the United States where he delivered a series of lectures.

### B. C. Webster Joins "Town Tidings"

Beverly C. Webster, formerly with the United States Shares Corporation, has joined the advertising staff of *Town Tidings*, the *Magazine of Western New York*, Buffalo.

### Canadian Advertisers to Meet

The annual convention of the Association of Canadian Advertisers will be held at the King Edward Hotel, Toronto, on October 16 and 17.

## Cities of the Birmingham Market DECATUR

**Population:** 19,000. 80% White. Territory, 75,000.

**Transportation:** Tennessee River, open nine months to New Orleans. Two trunk line railroads. Two National Cross-Country highways.

**Industries:** 22. Employment 4,000. Payroll \$3,000,000.00—more than 500 products.

**Natural Resources:** Many deposits of crude minerals, lumber, water power, and agriculture.

**Four schools, three churches, 68 teachers, 2,538 students.**

**Banks:** Four, combined resources, \$9,000,000.00.

**Civic Improvements:** 32 miles of paved streets, 90 miles of paved sidewalk, 3,400 water meters, 861 gas meters, 1,973 phones, 3,638 electric meters.

**Outlets:** Bakeries, 1; Beauty Parlors, 2; Bottlers, 2; Men's and Boys' Clothing, 13; Department Stores, 14; Drug Stores, 16; Furniture Stores, 11; Groceries, 74; Hardware, 6; Jewelers, 2; Laundries, 1; Ladies Millinery and Ready-to-Wear, 3; Plumbing and Heating, 4; Shoes, 4; Florists, 4; Hotels, 3; Printers, 3; Theatres, 3; 5 and 10c Stores, 3; Restaurants, 9.

**Circulation of the Birmingham News and Age-Herald:** Morning, 337; Evening, 316; Sunday, 685.

# The Birmingham News

## AND AGE-HERALD

*The South's Greatest Newspaper*

MORNING

EVENING

SUNDAY

National Representatives  
KELLY SMITH COMPANY

New York Chicago Boston Philadelphia Atlanta

**THIS** large-size Sunday paper on June 17 had 160 pages, carried 116,816 lines of advertising, and had about 400,000 circulation. The "Nevaspred" advertisement filled 70 lines, and—

cost \$1.35 per line (5,000 line contract)  
or \$ .23 per ad per thousand readers.

# Girdling a big market

—with a difference. Same copy, same size, but in The New York News roto the "Nevaspred" ad reached a million more readers, pulled over 150 inquiries within 48 hours, sold over \$1,200 of merchandise, and cost only 56% as much per ad per thousand readers!



**T**HE New York Sunday News on June 24 had 80 pages, carried 31,076 lines of advertising, and the average June Sunday circulation was 1,442,020. The "Nevaspred" advertisement filled 70 lines, and—

cost \$2.80 per line (5,000 line contract)  
or \$ .13 per ad per thousand readers.

# Thanks, gentlemen--- and congratulations

Thanks, gentlemen who buy national advertising space, for your courtesy in giving attention to the various statements The St. Louis Star has made relative to the fact that *NOW things are different in St. Louis.*

Thanks for the interest you have manifested in the advertising gains of The St. Louis Star—1,039,000 lines, by the way, during the eight months of this year.

And congratulations on your perspicacity and alertness in promptly appreciating this new newspaper situation—as a result of which *The St. Louis Star was the only St. Louis daily newspaper to gain in national advertising during July and August.*

## THE ST. LOUIS STAR

National Advertising Representative—Story, Brooks & Finley

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# The Investment Value of Advertising for a Going Business

A Hypothetical Series of Tables Which Indicate What the Advertising Investment Actually Accomplishes

By Howard W. Dickinson

[EDITORIAL NOTE: This is the third article of a series by Mr. Dickinson. The first, "Four Advertising Flivvers," appeared in the August 30 issue of *PRINTERS' INK* and was followed by "Getting a Start as an Advertising Agency Executive," in the September 6 issue. "Confessions of an Advertising Club Speech Maker" will be the title of the next article. Mr. Dickinson was, until a year ago, vice-president of George Batten Company.]

**N**OW and then we get a very practical demonstration of the investment value of advertising. By that I mean the additional value of a business as a whole either if it is to be appraised for sale or is to continue and expand.

The two experiences which follow should be illuminating because they are real. Strange to say, the two experiences came to me the same week, only two days apart. No wonder I had to try to figure out their basic meanings.

Harvey Brooks, of the Florence Stove Company, came into my office on a Tuesday, evidently with something interesting on his mind. He said in effect: "I am beginning to see that our advertising is a permanent investment. I have been doing some rough figuring and I think we are today getting in actual effect on our business a dividend or profit of at least 10 per cent on all the advertising money we have spent in past years, that all that value is still in our business, is actually a part of our working capital, and will keep on working, and that it accumulates good-will value of an additional 10 per cent per year."

"How do you get the 10 per cent?" said I.

"Oh, that is just a rough figure, really I believe it is more than that."

Thursday of the same week, Earle Kimball, of Clicquot Club, came in, sat in the same chair and said, without any preliminary:

"Dick, I have been thinking about all the money we have ever spent in advertising, and I believe it is all still in our business plus about 10 per cent."

"How much have you spent, Earle?"

"Oh, call it a million dollars. I think I can see \$1,100,000 of actual value in our business over and above what I can attribute to any other investment, and that is actual value of the business that one who wanted to buy us out would recognize in the value of the name and standing of the product."

"Well, Earle, you are not going to sell, but if you were, would you sell for the value of plant, machinery, inventory and all those tangible things plus \$1,100,000? If you did, you would be an easy mark."

Kimball agreed that he would not, that this figure was too low.

This experience with its two independent testimonials started me on the job of trying to formulate the investment value of advertising for a going business.

I prepared a chart, entirely hypothetical, in which I tried to figure out the increment of value from that good-will part of advertising which remains and adds to itself as time goes on and a business grows through honest merchandise, efficient production and able sales work supported by advertising.

My justification for the hypothetical figures given is threefold; *first*, that I have seen the investment value of advertising grow in this way at much higher annual rates than I have given in these figures. *Second*, I have heard so many men, who ought to know better, say that advertising money is all used up the year it is spent and buys nothing except more sales that year. *Third*, the addi-

tional value which successful advertising gives to a business is rarely attributed to past advertising investment to the extent that it should be. Objective things such as plant, machinery, bank balances get their full valuation. Good-will is too often termed an intangible when it is the most obvious and the most salable asset a business has. It appears instantly when one bright man is trying to sell a business and another is considering its purchase.

Let us assume the following data:

I. A trade-marked article—

It might be a safety razor, a soft drink, a food product, an automobile, an engine, a radiator valve, a radio set, anything which has a potential sale many times as great as its present sale, an article *which will respond readily to popular advertising.*

II. An annual volume of \$2,000,000 built up by sales work principally. Advertising has just become an interesting subject to the owners of the business.

III. A profit of 30 per cent of the selling price to the trade, after selling costs have been deducted. Such a gross profit might be considered high or low. If the manufacturer must work on a lower gross profit, then a higher volume becomes proportionately more important to him.

IV. The manufacturer has agreed to a five-year advertising appropriation as follows—this appropriation to be financed out of profits.

Table A

First year .....	\$200,000
Second " .....	\$200,000
Third " .....	\$250,000
Fourth " .....	\$300,000
Fifth " .....	\$300,000

We must be rather conservative all through these figures, so we say that the first year's advertising does actual sales work and carries over a good-will momentum whose power gives it a value of \$100,000, half of the appropriation. We figure the other half as used up just as salesmen's salaries are used up.

Two hundred thousand dollars has left only \$100,000 as increased value to the business, but it has

added 10 per cent to turnover. Let us see what that means:

Table B  
(one year)

Original turnover .....	\$2,000,000
Plus 10 per cent .....	200,000

First year's turnover .....\$2,200,000

Original gross profits .....	\$600,000
First year's gross profits .....	\$660,000
Less added expenditures .....	\$200,000

Available profit .....\$460,000

or

Spent in advertising 1 yr. ....	\$200,000
Added value to business .....	\$100,000

This looks like a loss. Often an advertiser thinks it is a loss because he cannot see where any new value is hidden and he may stop advertising after the first year, wondering why some competitor seems to make advertising pay so much better than he can. He may lose out because he did not see that hidden \$100,000 which was not either in the bank or in the credit columns of his books, but which was sure to grow if advertising was maintained.

The second year \$200,000 is spent again. The promotion machinery is in motion, has gained momentum, and that starting momentum does not have to be bought over again. The second year, the advertising has proportionately more power per dollar spent, and we can credit to added investment value as much as the total appropriation of the second year:

Table C

(two years)

First year turnover .....	\$2,200,000
Second year increase (20%) ..	\$440,000

Second year turnover .....\$2,640,000

30% profit on above .....	\$792,000
Less \$200,000 advertising....	\$200,000

\$592,000

First year's additional value to business .....	\$100,000
Second " " .....	\$200,000

Total " " .....\$300,000

Total spent for advertising in two years .....	\$400,000
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*Note:* So far we have credited only \$300,000 to the investment value of advertising. Considerably more good-will sales value actually exists in the fact of two years of



Many advertising men and women find it easier, more economical and more effective to deal with printers whose experience has been mostly with advertisers. The salesmen who represent the Charles Francis Press have had much advertising experience, and these men are backed by ample equipment for any assignment. The address is Printing Crafts Building, 461 Eighth Avenue, New York, N. Y.

steady growth, but we are ignoring that to simplify our calculations. If the owner wants to sell at this stage he should ask more for advertising good-will than our figures indicate. He should project a part of what follows.

The justification of these figures lies in the fact that the experiences of successful advertisers show that the thing works out this way.

We see that, after the second year, advertising puts each year

Table D		
(five years)		
Volume of Business at start.....	\$2,000,000	
" " " 1st year .....	\$2,200,000	(10% increase)
" " " 2nd " .....	\$2,640,000	(20% " )
" " " 3rd " .....	\$3,300,000	(25% " )
" " " 4th " .....	\$4,125,000	(25% " )
" " " 5th " .....	\$5,156,250	(25% " )

The figures for five years appear above. An annual increase of 25 per cent in sales volume is assumed after the second year, and for each year a 30 per cent gross profit over manufacturing and distributing cost exclusive of advertising.

So much for volume growth.

Gross profits at 30 per cent on these volumes come next, and from each year's gross profits we subtract the cost of the advertising:

Table E	
(Profit at 30% of volume as in Table D)	
First year profit .....	\$660,000
(less) " " advertising .....	\$200,000
Balance .....	\$460,000
Second year profit .....	\$792,000
(less) " " advertising .....	\$200,000
Balance .....	\$592,000
Third year profit .....	\$990,000
(less) " " advertising .....	\$250,000
Balance .....	\$740,000
Fourth year profit .....	\$1,237,500
(less) " " advertising .....	\$300,000
Balance .....	\$937,500
Fifth year profit .....	\$1,546,950
(less) " " advertising .....	\$300,000
Balance .....	\$1,246,950

Increased and growing profits indicate a more valuable business. Part of increase in market value of a business is arbitrarily credited to advertising as follows:

Table F	
Increase in value of business arbitrarily credited to advertising	
Spent for Advertising	
First year ..	\$200,000
Second " ..	\$200,000
Third " ..	\$250,000
Fourth " ..	\$300,000
Fifth " ..	\$300,000
Totals	\$1,250,000
	\$1,500,000

more dollars of added value into a legitimate appraisal of the business than are actually spent that year in advertising. For concrete verification of this, study the development of any one of the twenty or more great advertised businesses which may come to your mind.

Now these figures were purposely made without reference to capital stock; they were made to show a normal development of a successfully advertised business. They are on the basis of a poorer performance than those of the two firms whose testimony as to investment value of advertising started me off on this kind of a job.

To show how conservative the above tabulation may be, let us compare the above figures (Table F) with the increased selling value of a business as based on increase in volume.

Suppose we appraise the business for sale on the basis of its gross earnings per year being 20 per cent of its value. (If its net earnings are half of its gross, it can pay 10 per cent.)

Table G	
	Value of Business
Fifth Year Earnings	\$1,200,000
At Beginning	600,000
Added Value from Growth Alone .....	\$3,000,000

As figured above, we have not added cash capital for advertising, but have financed it out of each year's profits. In other words, we have spent it and still find it remaining in the business. That is just what a successful job of buying good-will through advertising will accomplish.

Florence Oil Stove increased the

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**A BUSINESS EDITORIAL**


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## ACQUAINTED

*but they never met before!*

IN stores all over the nation, abstract acquaintance daily gives way to complete introduction between the consumer and the wares merchants sell. And it is not until the introduction has been preceded by abstract acquaintance that the selling path is smoothed for any product. Advertising is the means of cultivating that necessary acquaintance—advertising which paves the way with facts, with painted pictures of usefulness or desirability which will induce a prospective purchaser to visit the merchant's store and request an introduction. After the introduction, it is up to the product itself to hold its new-found friends.

Interpreted to busy Jacksonville, making consumers acquainted with any product—paving the way for dealers' sales—means reaching those who control the big spending power of this center of industries, commerce and agriculture in the Southeast through advertising in the Florida Times-Union—Florida's most widely-read newspaper.

[ 27,000 families in Jacksonville alone read the Florida Times-Union every day. The logical way to acquaint consumers with your product (or the product you buy space for) is through advertising in ]

## The Florida Times-Union

### JACKSONVILLE, FLA.

Represented nationally by  
REYNOLDS-FITZGERALD, Inc.  
(Formerly Benjamin & Kentnor Company)

New York . . . . .	2 West 45th Street	Philadelphia . . . . .	1524 Chestnut Street
Chicago . . . . .	203 N. Wabash Avenue	Los Angeles . . . . .	117 West 9th Street
	San Francisco . . . . .		58 Sutter Street

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# LIKE BALTIMORE OYSTERS---



**L**IKE Baltimore oysters, The Sun papers are known the country over. And also like Baltimore oysters, The Sunpapers are nowhere valued more highly than in Baltimore and Maryland.

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## THE SUNPAPERS Gained 716,752 Lines

of local display advertising in  
the first eight months of 1928  
over the same period of 1927

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## Circulation for August, 1928

**Daily (M & E) 282,352**

A gain of 32,015 over August, 1927

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*Everything in Baltimore Revolves Around*

<b>THE</b>		<b>SUN</b>
<b>MORNING</b>	<b>EVENING</b>	<b>SUNDAY</b>

JOHN B. WOODWARD  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

C. GEORGE KROGNESS  
First National Bank Bldg.  
San Francisco

GUY S. OSBORN  
360 N. Michigan Ave., Chicago  
JOSEPH R. SCOLARO  
General Motors Bldg., Detroit  
A. D. GRANT  
Constitution Bldg., Atlanta, Ga.

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**BALTIMOREANS DON'T SAY "NEWSPAPER"  
—THEY SAY "SUNPAPER"**

value of its business through advertising at a faster rate than the first tabulation above would give, and at about the rate the second one gives, although it invested much smaller sums in advertising. The Clicquot Club business, which is worth many millions, was taken over when in the doldrums and less than \$50,000 paid for it all told. For a few years it struggled along entirely on the personal sales work of a small and hard-working crew. It financed itself and advertising did not start until the business had earned the money to pay cash for it.

When the Minute Tapioca Company was absorbed by the Postum Company, its good-will was paid for at a price which makes the good-will building speed of the first tabulation seem rather conservative.

That successful advertising money goes into permanent investment value has been thoroughly proved again and again by the great increase in the values of businesses successfully advertised. The final proof lies not in these figures or in others similarly drawn, but in the grand moving total of what has happened and is happening to such firms as work out their fast and solid growth on this same basis over a term of years.

Advertising and salesmanship are not exact sciences—they are branches of economics, a science which deals with phenomena caused by habitual as well as varying acts performed by men in their search for the means of living and which can never become mathematically accurate in its formulation until the emotions, the likes and dislikes, the desires and the spiritual hunger of human beings as existing both individually and gregariously shall have been reduced to mathematics. I am sure that it will take a long time to do that and meanwhile many people are making great profits through the use of advertising and taking advantage of a few of the chances which lie so obviously right in front of them. The imaginative brain sees them, the mathematical brain not always does.

If bankers have been slow to recognize the financial import back of the growing investment possibilities of money spent for advertising, but rather have been looking at it as an annual expenditure of wealth which vanishes as it is spent, and which is wasted if at the end of any period it has not brought itself back into the till with a profit, it is probably because of the difficulties in making a chart of recognizable mathematical accuracy out of what happens to the advertising dollar, because that varies in different cases.

Today the money lender is very keen to have a hand in the financing of successfully advertised articles, and there is small chance of a frequent recurrence of what is said to have happened some years ago when the owner of a well-known brand sold his business on the basis of value of plant, inventory, etc., liberally appraised. He was surprised to find that his purchaser, instead of demurring or haggling, closed the sale immediately and later found that he had forgotten to add any valuation for his name and reputation, thereby passing up \$1,000,000 or so which he might have had. He had figured out what he wanted to retire on, rather than what his business might sell for.

Some years ago, I had some business contact for a short time with the Dexter Shingle Stain business. In this connection, I learned that a man who wanted to go into the stain business had made an effort to purchase the Dexter business. They did not want to sell, and said, "Why do you not get your own plant and start in? You can do that much more cheaply than you could buy our business if we wanted to sell."

His reply was that the name of a good and established firm would be worth much more to him than a better plant and equipment could be, even if purchased for much less money.

#### "Playthings" Appointment

C. W. Butterworth is now Middle Western representative of *Playthings*, New York. His headquarters are at Chicago.









# Beyond Yardsticks

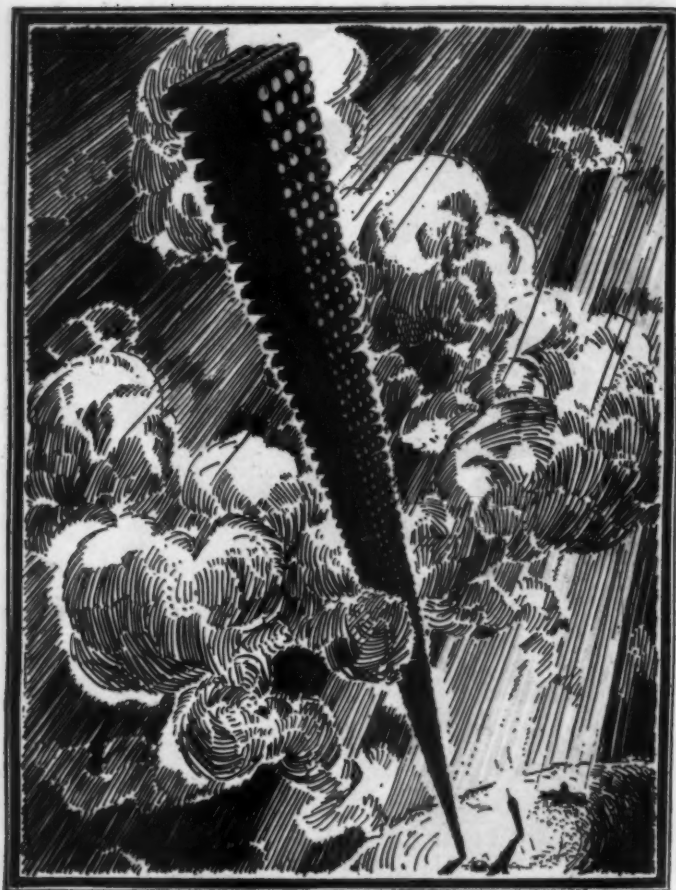
Imagine a solid pillar of printed pages—more than half a million pounds of newsprint and 8,300 pounds of ink—soaring skyward two and one-quarter miles. Yet, if one issue of the Chicago Daily Tribune could be stacked, one copy on top of the other, the topmost paper would flutter in the clouds two and one-quarter miles above the earth's surface. Only through such comparisons can the immensity of Tribune circulation, and the magnitude of the operations involved, be appreciated.



**I**f all the employees of the Chicago Tribune were to be transported from Chicago to New York it would take 50 sections of the Twentieth Century Limited at average load to carry them. Running at their usual intervals the first section would be approaching Toledo, O., before the last had left Chicago.



**E**very year the Chicago Tribune prints more than 41 million words of news and feature matter—the equivalent of a novel every day, for 3c daily and 10c on Sundays.



**I**f the 102,138 cords of wood used in six months for newsprint for the Chicago Tribune were piled together, they would form a pile of logs 4321 feet high by 55 feet square, weighing 185,032 tons. Here is how such a pile would look beside Washington Monument.



**The 16 billion dollar income—wages, dividends, commissions, etc.—of the five states of Zone 7—Illinois, Indiana, Iowa, Michigan and Wisconsin—in five dollar gold pieces would fill 890 gondola type coal cars.**

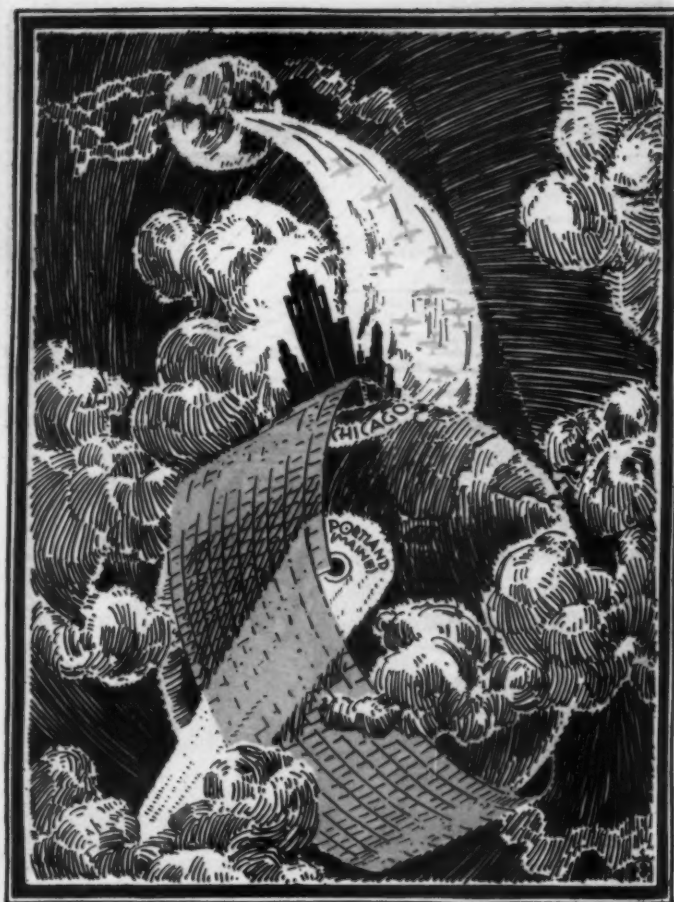


**I**f every want ad printed in the Chicago Tribune in 1927 were presented by a different person, the army would exceed in numbers the greatest force the United States ever put into the field—the 1,300,000 who fought in the battle of the Meuse-Argonne



**If all the sailors of all the navies  
of the world were to assemble at one meeting place,  
their number would be scarcely more than half the  
number that buys the Chicago Tribune every day.**





**O**ne year's Chicago Tribunes, opened up and placed end to end, would reach 10 times to the moon, then, 9 times around the earth at the equator, with enough left over to reach from Chicago to Portland, Maine.







## Why Smaller Packages?

W. K. BUCKLEY, LIMITED  
TORONTO, CANADA

*Editor of PRINTERS' INK:*

At various times we have read discussions on the subject of marketing a new and smaller package of a product which had made its market with a package selling at what might be considered a relatively high price, in comparison with competitive products. Some of these articles the writer has seen in *PRINTERS' INK* but we do not recall having read anything which discussed the matter from the standpoint of our particular problem.

We manufacture a cough and cold remedy. It has national distribution and the largest sale in Canada of this class of preparation. It is sold in one size only, 75 cents retail. Other cough remedies generally sell for 35 cents and 60 cents, in two sizes. We have under consideration marketing a 40 cent size (approximately one half the 75 cent size) with a view to meeting the requirements of consumers who may not care to invest 75 cents when making a first purchase. The question has been brought up whether the marketing of a small size will adversely affect the existing substantial demand for the 75 cent size. The writer's belief is that the introduction of the preparation to new users through the medium of a lower cost package, will have the effect of substantially increasing the demand for the larger package.

The reasons usually given for the popularity of small packages apply with special force to food products, although we know of many articles allied to our own product which have a very large sale in small packages. Various brands of toothpaste, shaving cream, lotions, Listerine, etc., are well known examples, but we have no figures showing definite influence of small package sales on the sales of larger packages.

We shall esteem any information you may be able to give us on this matter. Thanking you, we remain

G. A. LOGAN,  
*Advertising & Sales Manager.*

**T**HE growth of industry in Canada with its consequent urbanization of population and the increasing ownership and use of automobiles make this question one that should be expected at this time from manufacturers of packaged products in Canada.

In a country that is predominantly rural, purchases are usually made in quantities, because of the fact that the consumer is a long distance from stores and shops. The consumer buys in bulk. If the product is not sold in bulk, he favors the large package. Industrialize that country to an extent

that old cities and towns increase in population and new communities spring up, and give the people the means of buying modern transportation, and you will find the consumer buying in small quantities and favoring the small package. The reason is that the stores are near at hand for him. He unconsciously says to himself, "Why should I stock up my home when I get what I want when I want it and in a hurry?"

The experience of manufacturers of packaged products in the United States furnishes the real answer for Canadian manufacturers of packaged products. For a number of years the United States has been going through the development that Canada is now entering.

Here in the United States there has been a distinct trend toward smaller units of packages on all kinds of products. The great growth of apartment houses has accentuated this trend. Many consumers, even if they desired to buy large quantities of products to be used in their daily life, could not do so because of the size of their apartment quarters. Old-time city grocery stores, if they still exist, that once sold potatoes by the barrel and flour in large sacks, are now, generally speaking, not much more than delicatessen shops.

### A GOOD PLACE TO STUDY PACKAGES

To get a broad picture of the distinct trend toward smaller packages in the United States, it is not necessary for one to do more than visit a number of five-and-ten-cent stores. In such stores there will be found almost every conceivable type of packaged products in the smallest possible unit. Even food products of all kinds and description will be found in such stores.

So far, we have given only a picture of the general trend toward smaller packages. Our correspondent asks for more information than that, however. He wants to know what effect the introduction of a smaller package will have on the sale of his larger package. We are not at liberty to

give an answer in terms of specific products on that question. We can, however, give a general answer that is based on the experience of American manufacturers of proprietary medicines. That general answer is that the total sales of the small package, figured by units, will gradually outstrip the sale of the large package. The sales volume of the large package will not, however, decrease. It will increase, but not as rapidly or in the same proportion as will the volume of the small package.—[Ed. PRINTERS' INK.

## Join McConnell & Fergusson Agency

Eiman Reichnitzer, formerly with the London, Ont., *Advertiser*, has joined the London office of McConnell & Fergusson, Ltd., advertising agency.

Walter Dandle has joined the Toronto office of that agency, having previously been with the Robert Simpson Company.

## H. S. Walter Joins Nicholas-Beazley Airplane Company

Hayes S. Walter, formerly with The Hathaway Advertising Service, Colorado Springs, Colo., has been made advertising manager of the Nicholas-Beazley Airplane Company, Inc., Marshall, Mo.

### August Chain-Store Sales

Company	August 1928	August 1927	% Change	8 Months 1928	8 Months 1927	% Change
F. W. Woolworth ...	\$21,812,450	\$21,400,355	1.9	\$167,680,867	\$158,342,546	5.9
Kroger Grocery ....	15,262,780	11,906,425	28.2	126,060,910	105,640,003	19.3
J. C. Penney .....	12,886,281	11,000,111	17.2	96,374,447	82,202,178	17.2
S. S. Kresge .....	11,271,985	10,512,989	7.2	84,645,207	76,205,222	11.0
Safeway Stores .....	9,098,808	6,816,158	33.4	65,550,272	47,878,085	36.9
National Tea .....	6,763,115	4,364,880	54.9	55,494,419	36,198,214	53.3
S. H. Kress .....	4,850,125	4,564,155	6.3	36,736,043	31,981,003	14.9
W. T. Grant .....	3,996,322	3,113,746	28.3	29,018,123	23,196,532	25.1
McCrory Stores .....	3,115,524	3,036,677	2.5	23,615,342	22,888,968	3.1
Walgreen Stores ....	2,664,124	1,825,373	45.9	18,856,766	12,953,077	45.5
Childs Company .....	2,217,224	2,461,649	-9.9	17,395,706	19,226,472	-9.5
Sanitary Grocery ....	1,769,484	1,198,002	47.7	14,603,317	10,672,932	36.6
J. J. Newberry .....	1,599,834	1,229,164	30.2	10,603,477	7,833,215	35.4
G. R. Kinney .....	1,431,802	1,286,320	11.3	11,433,385	10,583,748	8.0
Bird Grocery .....	1,248,553	1,158,031	7.8	11,207,591	10,060,403	11.4
F. & W. Grand .....	1,235,828	947,106	30.5	8,854,395	7,247,211	22.2
J. R. Thompson .....	1,189,601	1,183,307	0.5	9,669,362	9,516,563	1.6
McLellan Stores .....	1,146,141	977,263	17.2	7,104,396	6,019,843	18.0
American Dept. Stores	1,101,318	850,386	29.0	7,844,154	5,488,779	42.0
Metropolitan Stores .	984,706	965,482	2.0	7,165,840	6,735,563	6.4
Peoples Drug .....	933,092	654,246	42.6	7,063,177	5,081,597	38.9
G. C. Murphy .....	872,827	735,973	18.6	6,434,841	5,659,280	13.7
Neisner Bros. ....	787,725	493,606	59.5	5,269,898	3,591,293	46.7
I. Silver & Bros. ....	459,628	393,632	16.7	3,599,036	3,093,808	16.3
Schiff Company .....	383,103	273,330	40.1	3,030,750	2,167,967	39.8
Kinnear Stores .....	231,242	199,024	16.1	1,858,973	1,530,037	21.4

Woolworth reports that of the total gain in the eight months, old stores were responsible for \$1,733,728. In August old stores showed loss in sales of \$550,547, or 2.58, from August, 1927.

### NUMBER OF STORES IN OPERATION

End of August		End of August			
1928	1927	1928	1927		
S. S. Kresge .....	468	409	J. R. Thompson.....	121	113
S. H. Kress .....	185	174	G. C. Murphy .....	118	105
McLellan Stores .....	143	121	Metropolitan Stores ...	97	90
I. Silver Bros. ....		26	21		

In an analysis of chain-store operations in the Seventh Federal Reserve district for July, 1928, the Federal Reserve Bank of Chicago reports that the number of stores operated by twenty-five chains increased 1.5 per cent in July over June (from 2,353 to 2,389), but aggregate sales fell off 8.5 per cent. In the comparisons with July, a year ago, the number of stores gained 21.0 per cent, while total sales were 14.4 per cent larger. Average sales per store, therefore, declined 9.9 per cent in the monthly and 5.5 per cent in the year-to-year comparison. By groups, musical instruments, groceries, cigars, furniture, women's clothing and five-and-ten cent stores indicated recessions in July sales from June, with shoe, drug, and men's clothing chains reporting gains. In the comparison with July, 1927, musical instrument and cigar chains had smaller aggregate sales, and the other groups showed increases.

## Weekday net paid sale averages 422,035 copies —new high record

THE AVERAGE NET PAID SALE of The New York Times weekdays (exclusive of Sundays) in August was 422,035 copies, a gain of 27,446 over August 1927.

This figure is a new high record average for the weekday editions. The Times increase in readers in the past two years has been greater than that of any other newspaper of high quality circulation.

The average net paid sale of the Sunday edition for eight months was 703,743 copies (also a new high record) a gain of 44,788 over the corresponding months of 1927.

# The New York Times

# A Steamship Line Tells How

American Mail Line Advertises with Practical Suggestions

IT is the common experience of many advertising people that it is not enough to tell people of the desirability of what you have to sell—it is also necessary to show them how to use it and what it will do for them. An unusually interesting booklet, recently published by the American Mail Line, of Seattle, shows what happens when this principle is applied to the solicitation of freight traffic—which is the trade term for the merchandising of ocean steamship freight space.

The success of the American Mail Line depends upon the growth of business between the United States and the Far East. Consequently the line has set out, not merely to tell what fine ships it has, and how swiftly, safely and cheaply it can carry cargoes, but to tell American businesses of the type for which there seem to be markets in the Far East, what they need to know about those markets and how to reach them and do business there.

Entitled "A Billion Potential Customers," the booklet takes nothing for granted in the way of knowledge or experience on the part of its readers, as far as import and export business with the countries of Asia is concerned. It is obviously aimed primarily at the American manufacturer who as yet has done no more than look wistfully at the Far East markets, and each of its chapters bears the name, as author, of a man of reputation as an authority on the particular subject of which that chapter treats.

In the opening chapter, with the same title as the booklet, Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, presents a general review of the market possibilities of the various Asiatic countries and Australia and the Indies.

Captain Robert Dollar then discusses "Possibilities for Development of Oriental Trade" from the viewpoint of a man who has spent

a long lifetime in precisely that enterprise. This chapter, as well as that of Dr. Klein and the succeeding one by J. E. Edgerton, president of the National Association of Manufacturers, may be considered as the "selling talk." But from this point on the book gets down into specific details and useful information.

Successive chapters deal with "Oriental Prospects for American Agricultural Products," "Selling Oriental Representation," "Foreign Exchange as Applied to the Orient," and "The Financing of Foreign Shipments."

Two chapters follow on "Advertising in China and Japan," and "Advertising in the Philippines." As an example of the practical information included in these, the former says:

"The ancient custom of itinerant story tellers going from place to place still obtains (in China) and this diversion, instead of the movies, furnishes the only relief from a humdrum life that most of the people know. But even these story tellers have been turned to advantage by the advertisers, and many of them may be heard weaving into their tales the stories of new brands of cigarettes or of kerosene."

These in turn are followed by chapters on "Oriental Documentation," a complete and detailed account of the legal papers required for proper shipment of goods to the Far East; "Marine Insurance," "Packing and Marking of Goods in Oriental Trade," "The Functions of an Export Department," and a number of others of similarly practical character.

## The Ten Brook Company, New Chicago Agency

The Ten Brook Company has been incorporated to conduct a general advertising business at Chicago. J. M. Ten Brook is president, H. N. Nichols treasurer and E. A. Nichols secretary. Mr. Ten Brook was formerly a partner in Ten Brook-Viquesney, former Chicago advertising agency.

# QUESTIONS

we like to answer

★★★★★★★★★★★★★ **No.2** ★★★★★★★★★★★★★

## How Does Nation's Business Cover Its Market?

**S**URVEYS show that

- 98% of the class 1 controlling railroads*
- 97% of the controlling public utilities*
- 84% of all million-dollar manufacturing companies*
- 97% of the leading magazine advertisers*
- 85% of the 1,000 barrels-a-day oil companies*
- 94% of the companies on the N. Y. Stock Exchange*

have officers and directors reading NATION'S BUSINESS.

Out of any 1,000 important diversified business institutions of the country, NATION'S BUSINESS will have effective coverage in at least 800.



BRANCH OFFICES in New York, Chicago, Cleveland, Detroit, Atlanta and San Francisco will gladly furnish other examples of effective coverage of the Business Market

# NATION'S BUSINESS

WASHINGTON D.C.



## ONE OF THE GREATEST OF METROPOLITAN MARKETS

**YET SIMPLIFIED IN ADVERTISING COVERAGE**

**S**IX hundred thousand homes of as prosperous a people as exist on the earth are within the retail trading area of Philadelphia.

This market, one of the greatest in extent and wealth—

Is simplified as a proposition for the advertiser, due to its virtually complete coverage by one newspaper.

The Evening Bulletin, with a daily sale of more than five hundred thousand copies, is read in nearly every home!

The Bulletin is *planned* for Philadelphia: A fine newspaper product . . . consistently made for this discriminating people:

Its growth, like that of Philadelphia, has been constant, solid, substantial.







*America's Third Largest Market*

*In Philadelphia there are 53,173 places where goods are sold, 6,695 where things are made, and with others a total of 67,243 business places. (Figures compiled by City Statistician.) In city and suburbs there are 600,000 homes. The net paid daily average sale of The Bulletin is 549,148 copies.*

Its circulation is by far the largest in its territory, one of the greatest in America.

It is a spectacular situation—because *nothing spectacular*, in methods of getting circulation, has ever been used by The Evening Bulletin.

No sensational writing; no shock headlines and pictures. No prizes, premiums, coupons, contests.

But circulation built sanely, surely, permanently! In city and suburbs; in mansion and modest home. *Circulation built on the confidence of a whole people!*

This means, for the advertiser today, one newspaper, and one advertising cost, (and a low cost), in America's third largest market!

It means a sales potential that is great; an advertising investment that is comparatively small: An opportunity that is unequalled in any other market, as your own analysis will prove.

*Circulation That is All-Inclusive*

*Out Old York Road, along the Main Line, and in other wealthy suburban districts, The Bulletin is the newspaper read in nearly every home. The circulation of The Bulletin in city and suburbs exceeds that of all morning newspapers combined.*



# The Evening Bulletin

City Hall Square

**PHILADELPHIA**

New York Office: 247 Park Avenue  
Chicago Office: 333 N. Michigan Avenue

Detroit Office: 321 Lafayette Boulevard  
San Francisco Office: 681 Market Street

Copyright, 1928, Bulletin Co.

# ... and women readers bought 221,722 LIBERTY cookbooks

## SOME LIBERTY FOOD ADVERTISERS FOR 1928

*Borden's Malted Milk	H. J. Heinz Peanut Butter
Campbell's Soup	H. J. Heinz Oven Baked Beans
Campbell's Baked Beans	H. J. Heinz Ketchup
Bunte Bros. Candy	H. J. Heinz Soup
Sunkist Lemons	H. J. Heinz Vinegar & Olive Oil
Dromedary Dates	H. J. Heinz Spaghetti
40-Fathom Fish	Kaffee Hag
Carnation Milk	Kellogg's Pep Bran Flakes
Almond Roca Candy	Kellogg's Corn Flakes
Coca-Cola	*Peter's and Nestle's Chocolate Life Savers
Mazola	Morton's Salt
*Cocoanut Corn Crisp	National Confectioners' Ass'n.
*Puritan Bacon	*Orange Crush
*Puritan Ham	Fabst-ett
*Puritan Leaf Lard	Post's Bran Flakes
*Cartiss Baby Ruth Candy	Instant Postum
Frank E. Davis Fish Co.	Snider's Catsup
Decker's Town Club Hams and Bacon	Ovaltine
White House Coffee	Oh Henry! Candy

\*Exclusive in LIBERTY with reference to the thirteen leading general and women's magazines.

From the start LIBERTY has enjoyed a tremendous popularity with women . . . This *whole family appeal* is one of LIBERTY'S chief points of difference. . . . It is one of the reasons why LIBERTY is the logical base medium for national advertisers. Whole family appeal — with a greater concentration of circulation in the big markets than any other national magazine.

**T**WO hundred and twenty-one thousand, seven hundred and twenty-two (221,722) copies of the LIBERTY cookbooks have been sold to LIBERTY women readers!

**Liberty**  
*A Weekly for Everybody*

Now  
over 1,500,000  
average net paid  
circulation guaranteed... For 1929,  
a larger circulation and no  
increase in advertising rates.

# "We Accept No Responsibility for Unsold Goods"

But When Dealers Won't Buy Fresh Merchandise Until They Sell the  
Old, What Do Manufacturers Do Then?

By Roland Cole

THE problem of unsalable merchandise on dealers' shelves is primarily a poor merchant's problem. That's what a women's underwear manufacturer told me. He said, "The successful merchant doesn't buy what he cannot sell."

But the problem isn't quite so simple as that. The best of merchants occasionally get stuck with an item or a line for which, in their communities, there is no sale. Or, a backward season may kill demand for entire lines. There are several forms of the trouble—and it is not confined to style merchandise but is apt to attack anything that is made and offered for sale.

A long-established automobile manufacturer brings out his 1929 model and it fails to sell in localities where former models sold heavily. A household appliance manufacturer adds a new item or a new line of appliances and dealers go right on selling the regular line but cannot sell the new. So also with breakfast foods, toilet preparations, tableware and silverware, automobile accessories, radios and accessories, safety razors, talking machines and records, hardware, building materials, house-furnishings, fountain pens, furnaces and ranges, clocks, beds and umbrellas.

Manufacturers in all lines have this trouble, and, strange to say, most of them deny it. One of the large vacuum cleaner manufacturers told me with perfect composure that "fortunately for ourselves and our representatives we have never had this problem to deal with." What he really meant was, "I'd rather not talk about it." Others are frank enough to say that they have to struggle with it all the time; that they have tried everything with about equal success and failure; that it is as much

luck as anything. One large breakfast food manufacturer guarantees the resale of his merchandise. "Because our merchandise is essentially salable," he says, "and because we carefully avoid overloading any factor in the trade, we seldom are called upon to make good our guarantee." The following quotations are taken from this manufacturer's sales manual, the first part applying to wholesalers, and the second to retailers:

1. Should a wholesale distributor find it impossible to sell any of our products which he may have in stock, we will first endeavor to help him sell them. If this effort is not successful, we will relieve him of the merchandise and allow credit.

2. We guarantee the resale of our products by the retailer. If after a fair length of time the retailer is disappointed with his decision to stock — Company products; if with his help our powerful consumer advertising has not moved a goodly proportion of that merchandise from his shelves; and if he has tried our various means of sales promotion without success, and will apply to us for advice and help, our salesmen will go into his store and by actual demonstration, sell his stock of — Company products for him. Failing to do this we will relieve him of such stock.

The day is coming when a guarantee policy such as the foregoing will be standard practice among successful manufacturers everywhere. In the estimation of several sales executives with whom I talked, the responsibility for unsold merchandise in retail stores rests with the manufacturer; and the manufacturer who does not see that is actively working against his own interests. An unsalable package of chewing gum is an agent of ill-will for the maker whose name is on the package, just as though the retailer in whose stock it happens to be, had put a sign on it reading, "This chewing gum was made by Jones & Co. I have had it in stock for thirty

days and nobody will buy it."

The question to be considered in this article is not whether the responsibility belongs to the manufacturer. The question is one of method. How do manufacturers meet their share of the responsibility for selling goods to retailers which retailers are unable to sell?

No manufacturer who has worked out a satisfactory method of helping his dealers dispose of slow-moving goods ever attained to that desirable position at one leap. It's as many-sided a job as building a manufacturing business. Every retailer's business is a law unto itself. The human element varies in a thousand different ways and every condition that enters into a situation varies about as much.

#### THE DEALER SITUATION CHANGES OFTEN

No manufacturer has only good dealers. He has a scattering of every kind from very good to very poor. His attitude toward the very poor is to make them better or get rid of them. Getting rid of even the worst is often complicated by local conditions, such as where all the other better dealers in a town are tied up to other manufacturers and where dropping a poor dealer means losing representation in a territory. Moreover, the dealer situation changes from season to season and from year to year. No manufacturer can afford to adopt a policy which applies only to his good dealers, or only to his poor dealers, for the two groups are shifting. The only safe way is to recognize the responsibility as a fundamental principle operating in the case of all dealers and to adopt a policy that meets every dealer more than half way and meets him first.

Many manufacturers circulate bulletins to all their dealers on backward items. In some lines of business, like furniture, office appliances, floor coverings, phonographs, and other bulky merchandise of considerable unit value, dealers are urged to report slow-moving goods to the manufacturer's salesman when they call, or by letter to the manufacturer's

home office. Salesmen are often able to make exchanges among their own dealers. An inventory maintained at the home office of slow-selling numbers in the hands of dealers enables the manufacturer to effect exchanges among dealers at slight reductions or freight allowances. Because of a certain condition in a town, the dealer there might be able to sell all he can get of a particular item which dealers in other places cannot dispose of at any price but which they would be glad to get rid of for what they paid for it, less freight to the other town.

A special discount on discontinued items is often an effective way to move a frozen inventory, either at the factory or in the hands of wholesalers and retailers.

"It has been the practice in the floor-covering industry for some years," say Bird & Son, makers of rugs and floor coverings, "to discontinue patterns once or twice a year, usually twice a year at the end of each six months' season.

"At the time of announcing the list of discontinued patterns, an additional discount (usually 15 per cent) is allowed on the stock of those patterns remaining in the manufacturers' warehouses. As a rule, jobbers receive price protection on their unsold stock of patterns, but not retailers."

Most manufacturers agree that it is a serious mistake to adopt any kind of blanket policy for relieving a dealer of unsold goods. Unsalable merchandise becomes unsalable for many reasons. It is sometimes damaged or shopworn, or it is not the very latest design or model though still a current item, or it is obsolete, or obsolescent, or it is to be discontinued soon. Occasionally, it is merely surplus current stock, ordered by somebody in error, or through poor judgment. "We do not have any system or plan for moving merchandise which dealers are unable to sell," says the Stewart-Warner Speedometer Corporation. "Each individual case is handled separately, as the circumstances seem to justify, rather than on a broad policy basis."

Says the American Stove Com-

pany: "We have no plans to help our dealers get rid of their 'hard-to-sell' items. Offhand, the usual practice of the dealer is to have a sale, cut prices, and get rid of them himself.

"However, our salesmen, as they make their rounds, talk over with the dealers their various troubles, and usually give some assistance in the way of sales plans to help the dealer. Thus we have no one set plan for such a situation. With the help of the salesmen, there might be ten plans in as many communities."

Kops Brothers, corset manufacturers, say: "When a dealer writes us that he has merchandise of our manufacture on his shelves which he cannot dispose of, we make a special case of it and develop for him a plan which aims to dispose of the goods. We have no standard of practice in this respect but handle each case individually, with, I should say, about 50 per cent success. If we are finally convinced that the dealer has made a reasonable effort to dispose of the goods, and in vain, we permit him to exchange them for merchandise which we feel will have a ready sale in his particular locality."

The trouble goes farther back than merely helping a dealer out after he gets in trouble, this company believes. Most of the cases which have occurred among Kops Brothers' dealers have been with those dealers whose rank as successful merchants could be higher. The company therefore works to make good merchants of poor merchants.

"Our effort," said Frank Jepson, sales promotion manager, "toward promoting better merchants takes various angles. For instance, we have a correspondence course in corset buying, fitting and selling, as well as in the higher forms of department management. This course is supplemented by semi-annual sessions of our Educational Institute, one of which, by the way, took place during the week of July 30, in New York, at which time personal instruction is offered buyers who visit us.

"Another direction in which we

work to make better merchants is through our 'Planned Selling Service,' which is a monthly service supplying dealers with advertising proof sheets and mats for the illustrations, as well as suggestions for merchandising the department, for window displays, and for direct-mail effort. The service is distributed free on request and in many cases has been singularly effective in building volume for the departments.

"We have also a system of Figure Typing which simplifies the actual selling function in a department; and a monthly magazine which carries news of the trade and the latest movements in the industry to girls behind the counter."

#### WEED OUT THE DEAD ONES

The Crosley Radio Corporation believes that one of the best ways to reduce the magnitude of the problem of slow-moving stock in the hands of dealers is to eliminate dead dealers. "Our 1928 plans," says the company, "have called for fewer and better dealers. As you know, our advertising is national in scope and rather extensive. This year we developed a plan whereby our distributors will spend approximately \$1,000,000 in newspaper advertising and this can be applied by the distributors in such a way as to move stocks of dealers as necessary.

"We feel that the manufacturer has not sold his product until it reaches the ultimate consumer. Therefore, merchandise in the hands of his jobbers and dealers is considered as a national inventory in which the manufacturer has considerable responsibility. Accordingly, we keep a very accurate record of sales and watch the inventory in the field before we introduce new models. Should we at any time reduce prices on current models, we protect our distributors and dealers for any such merchandise they have on hand."

Many manufacturers offer their dealers return privileges on current merchandise, or on goods whose peculiar nature makes it very advisable to get obsolescent

items out of the way quickly. "We do not have the problem of unsalable merchandise on hand with our retailers," said the L. E. Waterman Company, "as we have always sold Waterman Fountain Pens on a basis that permitted the exchange of styles. As our line is mostly of standard types, we find that the problem mentioned doesn't enter into our merchandise in a very serious way."

"Record ordering," says the Victor Talking Machine Company, "is a highly specialized problem and requires an exchange proposition. An overstocked condition comes about largely through dealers over-estimating requirements of popular records. Even then it is not a serious situation but is handled in a very definite way on a very small return privilege operative once or twice each year. We guard this problem (cabinets as well as records) so closely that very little merchandise remains unsold, at least not enough to establish any regular method of procedure."

The opinions of other manufacturers, and a great many were interviewed, fall into the classifications of those quoted. A survey of current opinion on this subject, therefore, results in the following summary:

1. The manufacturer has a definite responsibility for unsalable merchandise in dealers' stores.

2. No general policy of relieving dealers of such merchandise has been found practicable by manufacturers in any field. The remedy in all cases must be especially devised for each dealer and for the particular kind of merchandise which must be moved.

3. Among methods in use for relieving and preventing accumulations of unsalable goods are:

(A) Having dealers report slow-moving items to the home office, or to visiting salesmen. Or, when this might let down the bars for a stampede, instructing salesmen to report such goods.

(B) Keeping an inventory at the home office of all dealers' stocks of slow-moving items.

(C) Authorizing salesmen to

handle all such cases locally, or effecting exchanges of goods among dealers in each salesman's territory, without referring the matter to the home office.

(D) Operating an "Exchange List" from the home office by mail among all dealers, the purpose being to put dealers in communication with one another so that they can make exchanges between themselves without involving the home office.

(E) Educating dealers to become better merchants by means of (1) correspondence courses, (2) special sales promotion plans, (3) dealers' magazines.

(F) Advance notice of discontinued items and price reductions.

(G) Special discounts on discontinued items.

(H) Co-operative local advertising campaigns between manufacturer and distributors for moving retailers' stocks in particular localities (Crosley Radio).

(I) Return privileges on current or standard models; or a special allowance for semi-perishable goods on the basis of an exchange for new or more salable goods.

### J. H. Krause to Leave Crosby-Chicago

J. H. Krause, secretary of Crosby-Chicago, Inc., advertising agency of that city, has resigned and on September 15 will become associated in an executive capacity with the Jewell F. Stevens Company, Chicago advertising agency. He had been with the Crosby agency for eleven years.

### O. L. Cordell, Vice-President, Independent Oil & Gas

O. L. Cordell, formerly vice-president in charge of sales of the Waite Philips Company, has been made vice-president in charge of marketing of the Independent Oil & Gas Company, Kansas City.

### Appoints Muench Agency

C. Wendel Muench & Company, Chicago advertising agency, has been appointed to direct an advertising campaign which is being sponsored by a group of Central Western dealers for Tontine shade cloth, a product of E. I. du Pont de Nemours, Inc., of Wilmington, Del.



# Franklin S. Payne

*Appointed Manager of the*

## Detroit Office

*of the*

New York Evening Journal

Chicago Evening American

Washington Times

Albany Times-Union

Baltimore News

Wisconsin News

### RODNEY E. BOONE

*General Manager, National Advertising*

9 East 40th Street

New York City

CHICAGO  
Hearst Bldg.

BOSTON  
5 Winthrop Square

DETROIT  
Book Tower Bldg.  
ROCHESTER, N. Y.  
Temple Bldg.



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**MR. GEORGE HEARST**  
**PUBLISHER**

**Announces**  
**the appointment of**  
**MR. LOUIS C. BOONE**

**Advertising Director**  
**of the**  
**SAN FRANCISCO**  
**EXAMINER**

**Effective September first**

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## Institutional Campaign Planned for Hearst Newspapers

**B**USINESS executives of the Hearst newspapers, at their fall meeting held recently at Chicago, voted approval of an institutional campaign which is to start September 15. The campaign, which has been prepared under the direction of Edward M. Carney, supervisor of promotion and editor of "Exchanges," calls for the use of daily newspapers and business papers.

The campaign and its objectives were discussed by Colonel Frank Knox, general manager of the Hearst newspapers, who told the assembled executives that the newspaper business, like any other merchandising business, needs advertising. "To fail to recognize this truth as applied to our business," he declared, "is to give the lie to every argument we employ in talking to our advertisers."

The fall meeting also was in the nature of a survey of business conditions throughout the country, representatives from each of the twenty-nine papers reporting on the situation in their respective territories. These reports expressed optimism as regards both general business and plans of national advertisers based on excellent prospects in the agricultural districts and anticipations of increased business in the cities.

Herman Black, publisher of the Chicago *Evening American*, and M. C. Meigs, publisher of the Chicago *Herald and Examiner*, acted as hosts to their visiting fellow executives which included the following members from executive headquarters: Colonel Knox, general manager; V. H. Polachek, assistant general manager; Floyd Williamson, assistant to the general manager; W. E. Miller, secretary of the executive committee; D. E. Town, chairman of the executive committee; Mr. Carney, supervisor of promotion, and his assistant, Louis J. F. Moore.

The various papers in the Hearst group were represented as follows:

Albany, N. Y., *Times-Union*, Earl W. Waldron, publisher; Atlanta *Georgian-American*, William C. Edwards, publisher; Baltimore *News and American*, John E. Cullen, publisher; Boston *Evening American and Sunday Advertiser*, E. W. Parsons, publisher, and Walter L. Thomas, advertising director; Chicago *Evening American*, William M. McNamee, advertising director; Chicago *Herald and Examiner*, Hays McFarland, advertising director and assistant publisher; Detroit *Times*, Roger M. Andrews, publisher, and W. E. Anderman, business manager; and

Los Angeles *Examiner*, George G. Young, publisher, and S. P. Bartlett, advertising director; Milwaukee *Wisconsin News*, John H. Black, publisher; New York *American*, Clarence R. Lindner, publisher, and Charles F. McCahill, advertising director; New York *Evening Journal*, E. M. Alexander, vice-president and advertising director, A. B. Chivers, business manager, and William A. Curley, managing editor; Pittsburgh *Sun-Telegraph*, H. M. Bitner, publisher, and H. E. McManus, advertising director, and

Rochester, N. Y., *Journal-American*, Frank McShane, publisher; San Antonio, Tex., *Light*, William McIntosh, publisher; Seattle, Wash., *Post-Intelligencer*, J. A. Callahan, newly-appointed publisher, and Vaughn Tanner; Syracuse *Journal-American*, Harvey D. Burrill; Washington, D. C., *Times*, John T. Cushing, publisher; Washington *Herald*, Howard Corbett, publisher; San Francisco *Examiner*, Louis C. Boone, newly appointed advertising director; Rodney E. Boone, general manager of national advertising of a group of Hearst papers, and E. M. Burke, special representative of Hearst newspapers.

## Death of George B. Bolton

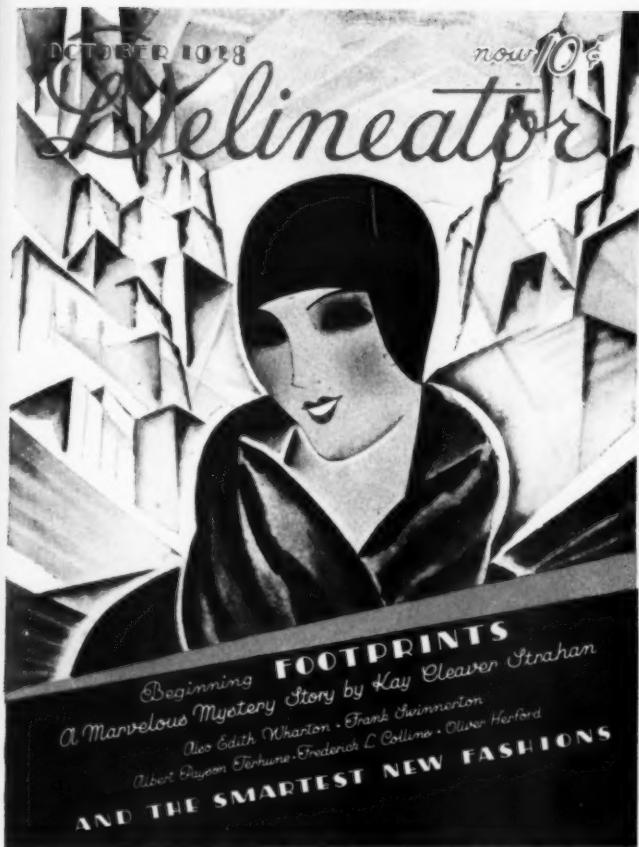
George B. Bolton, formerly Eastern advertising manager of the *National Geographic Magazine*, Washington, D. C., died recently at Stamford, Conn., at the age of fifty-two. From 1899 to 1917, he represented the Curtis Publishing Company as a solicitor, later becoming New York manager of *The Saturday Evening Post* and the *Ladies' Home Journal*. In 1919 he was made Eastern advertising manager of the *National Geographic Magazine*, a position which he held until recently when he was forced to resign because of ill health.

## Committee Chairmen Appointed by Dayton Club

Lyman Hill, The Geyer Company, has been appointed chairman of the program committee of the Advertising Club of Dayton, Ohio. Other committee chairmen appointed are: Hugo Wagen-seil, publicity; Franklin Dunlap, house; J. K. Owens, public relations; Walter Faulkner, membership; A. W. Neally, district convention and Robert Mercer, fellowship.







*Helen Dryden's covers symbolize the style and beauty appeal of Delineator*

*Concerning*  
the "SIXTH SENSE"  
and the American Public





*Drawn by Henry R. Sutter to illustrate Edith Wharton's new novel in Delineator*

*Concerning the "Sixth Sense"  
—and the American Public* Ic.

What does the public want? It's a question every manufacturer, every advertiser, every store—from Lord & Taylor's to the little candy shop down the street—is trying to answer.

The answer to this question has to be pulled from the clouds. It is not based on reason, science, nor logic. It depends upon a "sixth sense".

Chrysler demonstrated this—and becomes an outstanding figure in the automobile world.

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DESIGNERS, BUYERS  
AND ARTISTS . . .

The jewelry manufacturer hires a designer with that sixth sense. The department store engages a buyer with that sixth sense. The advertiser employs an artist with that sixth sense.

Two years ago Delineator started to do something new and different. Two years ago the publishers of Delineator decided to make it a smart magazine of large circulation. Of course people said it couldn't be done. Lots of people. Especially advertising men. Yet we say in all humility that as publishers we must have had that sixth sense.

Because consider what has happened.

SIX HUNDRED AND FIFTY  
THOUSAND MORE . . .

Within the year Delineator has added 650,000 net paid circulation. This, we are told, is phenomenal. This, we believe, deserves all the high powered

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adjectives the dictionary affords. But let's dismiss them just now.

Let us only emphasize once again:

That Delineator now, from an advertising point of view, is an exceptionally sound investment.

# Delineator

*Established 1868*



THE BUTTERICK PUBLISHING COMPANY

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## *An Interesting Fact*

With the January, 1929, issue, the net paid circulation guarantee of Delineator will be 2,000,000. This is an increase in guarantee of 650,000 within the year.

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# The Importance of Words in Selling Work

Successful Salesmen Choose Their Words as Carefully as a Trout Fisherman Picks His Flies

By Carter D. Poland

President, Poland Soap Works, Inc.

THE ability to talk is the stimulant for thinking. Bright minds could not be recognized if the conceptions of the brain could not be expressed in words. There would be no incentive to think. The person who chooses his words carefully is a thinker; his choice of words indicates how much he thinks and knows. An ample vocabulary is evidence of an active mind. Capable language is a worth-while achievement.

Words are lazy, loafing at every chance. They will not work any more than is required of them. They are rarely studied from natural desire. To study them must be made a habit.

Words are a salesman's only working tools. He may lack in other ways, but he dare not lack in words. Words are the only medium by which he can convey the object of his call and the reasons why he should be able to sell. Because of his use of words, many a salesman has gone in and got an order in less time than it took another to tell why he was there.

A dictionary is the only source of knowledge of words and should be in the tool kit of every salesman, to be used to sharpen his wits and point his words. When he finds a word he does not understand he should look it up and lay it bare. It is not sufficient that he feels that he understands be-

cause of the way the word is used. He must know words.

The salesman should never use any but the simplest words which are in common usage, words that are easily understood by simple minds. Simplicity is the hardest style for any artist to acquire. Only a master can achieve it. The novice avoids it, merely because it

is simple. The acknowledged masters of any language have always been those possessed of the largest vocabularies, yet they used the simplest words which would definitely convey their thoughts. There is force in simple words.

The shortest verse in the Bible is probably the best known, "Jesus wept." Two short words tell the story and arouse further interest.

The strongest sales points are made in answer to

the buyer's questions. He will remember the answers and forget the volunteered information. Interest invariably manifests itself in questions. To cause questions to be asked and then answer them concisely is the highest degree of salesmanship. It takes a master of words to do this.

The proverbs are all simple, boiled-down sermons; a few words of vast implications. The famous sayings of great men are equally forceful because of their simplicity.

In law, circumstantial evidence

"The study of words is just as important to the salesman as it is to the copy writer. After all, they are both striving for the same goal, successful selling. If the copy writer is the better salesman, it is because he has studied words."

"Words are a salesman's only working tools. He may lack in other ways, but he dare not lack in words."

"A dictionary is the only source of knowledge of words and should be in the tool kit of every salesman."

"The salesman draws pictures with words, hence the picture can be no better than his choice of words."

CARTER D. POLAND.

has been held to be stronger than the testimony of eye-witnesses. That is because it is a fallacy of the human mind to enlarge on details and so lose the substance in wordy descriptions. Those words that have a definite meaning, yet imply very much more, are the best words the salesman can choose. It is easier to sell when the buyer's mind is allowed to do some of the reasoning.

Lions are never hunted with shotguns; to bag one requires a well-aimed, single shot. The salesman must choose his words as carefully as the hunter selects his ammunition. The powers of implication and suggestion are clearly demonstrated in moving pictures where much of the swift action must be taken for granted. This condition has made a problem for the producers of the talking picture. To many it seems that film action is too rapid for words. Film action is better understood by the producers who are now studying words to find the ones that will fit the action. Action can never be slowed down to fit clumsy words.

The works of paragraphers and copy writers are splendid examples of ability to put much meaning into a few words.

Conservation of time is the order of the day. Selling efforts must be terse and pithy. Buyers are no longer willing to waste their time listening to wordy selling talks.

The study of words is just as important to the salesman as it is to the copy writer. After all, they are both striving for the same goal, successful selling. If the copy writer is the better salesman, it is because he has studied words. Certainly advertised goods are much the easiest to sell.

Knowledge of the goods is essential. But, this knowledge is worthless unless the salesman is capable of adequately describing his knowledge, so that the buyer understands that the article will fit his needs.

Hackneyed phrases and current slang are beneath the dignity of any sales endeavor and should never be used. First of all the

salesman must be a gentleman; he should scrupulously avoid any words that would offend another gentleman.

The busier the buyer, the less time he will grant for a sales interview. It is a peculiarity of salesmanship that it cannot be practiced hurriedly. Since time must be conserved, it is the salesman's duty to adapt his talks to meet the conditions. He must use expressive words to arouse and hold interest. An interested buyer never hurries a sales talk. One picture may be worth 10,000 words, but a picture without words is useless in selling. The salesman draws pictures with words, hence the picture can be no better than his choice of words.

There are successful salesmen who use atrocious English. There is no telling how much better they could do if they would improve their language. Usually such men are exceedingly fastidious in their dress. If they can improve their outward appearance, why can't they cultivate their minds?

Men rarely speak as correctly as they write. Many who never make a grammatical error in writing are very careless in their speech. The easiest and best way for a salesman to master his words is to write them. He should jot down his selling points, then cull out the idle words. He should continue to re-write until he has eliminated all but the essence and then he should memorize that. Once that has been done, he should re-phrase his writings and continue doing so until he has a brief, concise way of saying the same thing over and over, but with different words and phrases. There is no mind so capable that it can conceive the best thoughts on the spur of the moment. The salesman must be prepared. Parrot-like talk will not sell.

#### PUNCTUATION IN SPEECH

There should be as much punctuation in speech as in writing. Reading aloud is good practice in learning to use words with correct emphasis and punctuation.

Many times a salesman has gone into the presence of the buyer

# They all wear shoes!

**I**F there is any commodity on the market more universally used than shoes, we don't know what it is. It takes in rich and poor, both sexes, all ages. As an index of all-around newspaper pulling power, nothing could be more significant or clinching.

For this reason it is illuminating to note how Los Angeles shoe dealers move their stocks. Here is how they divided up their advertising during the month of July, 1928.

## Los Angeles Times 46,438 agate lines

Next paper .....	27,426
Next paper .....	21,266
Next paper .....	12,712
Next paper .....	6,818
Next paper .....	6,622

Los Angeles Times is editorially built to fit the Los Angeles market, and has a greater number of regular subscribers than any other Pacific Coast newspaper.

## Los Angeles Times

### Eastern Representative:

Williams, Lawrence & Cresmer Co.  
360 N. Michigan Blvd. 285 Madison Ave.  
Chicago New York

### Pacific Coast Representative:

R. J. Bidwell Company  
742 Market St. White Henry Stuart Bldg.  
San Francisco Seattle

and told him, "I'm selling" or "I came to sell you." He means that he is there in an endeavor to sell. Such ill-chosen language has lost many an order. This, and negative suggestion are always bad. Selling is positive and affirmative, requiring that kind of action and words.

The salesman should continue to ask himself, "What are my words and what do they mean?"

The worst slips in selling talks seem to be among the elusive adjectives. Nothing so weakens a sales talk as the use of trite, overworked adjectives that neither describe nor are true. "Best" has lost its meaning, "better" is now the stronger word. Superlatives are always in bad form since they often start an argument that is never finished. The kind of argument in which a salesman cannot afford to indulge is where the buyer takes an opposite view. When it is apparent that he is taking issue for the sake of argument, the subject should be dropped as quickly as possible without evasion. "Quality" and "service" are also worn out. It is better to imply them than call them by name.

No statement that could become the subject of debate should ever be made without full qualification. "We believe," or "we have reason to believe" are capable qualifications to be used in describing the merit and worth of goods.

The salesman should avoid frequent use of the pronoun "I." It smacks of ego and that is not good for him.

No story has ever improved in the telling and few can withstand the ravages of explanation. Brevity is the soul of wit. In the best stories the point is always apparent, but never obtrusive. Sales talks should be equally constructive. It is characteristic of people to avoid asking for explanations which might cause them to appear ignorant or lacking in the ability to grasp an idea quickly. Every time a salesman has to repeat a statement it loses strength. The second of anything rarely ever seems so good as the first.

In an advertisement the correct layout employs white space to emphasize the illustration and copy. White space is essential to the effectiveness of the advertisement. There should be white space, silence, in selling talks. Too many sales interviews are all words with few pauses. Since selling cannot be accomplished hurriedly, neither can buying. The buyer needs time without interruption to make his decision. The importance of this "white space" cannot be overestimated. Many an order has been talked to death, but none has ever been lost in silence.

### Death of Robert H. Ingersoll

Robert Hawley Ingersoll, watch manufacturer and originator of the Ingersoll dollar watch, died on September 4 at Denver after a prolonged illness. He was sixty-eight years of age.

The idea of the dollar watch came to Mr. Ingersoll when he was engaged in the specialty manufacturing business with his brother, Charles H. Ingersoll, at New York. He wished to add a line of watches to the novelties which he was already making, and evolved the dollar watch from taking the works out of an alarm clock. The idea of a cheap watch immediately met with public favor, and he soon set aside the other phases of his business and concentrated on dollar watches.

Up until the World War, the company prospered greatly under the advertised slogan, "The Watch That Made the Dollar Famous," and sold about 70,000,000 watches, but in 1917, with the increase in the cost of materials and labor, the original price could not be maintained. As a result, the company went into the hands of receivers.

### Heads Canadian Newspaper Advertising Managers

A. W. Moscarella, advertising manager of the Winnipeg, Man., *Tribune*, was recently elected president of the Western Daily Newspaper Advertising Managers' Association, at its convention at Banff. Other officers elected were Roy Osborne, Medicine Hat, Alta., *News*, vice-president and Alex Stewart, Victoria, B. C., *Colonist*, secretary-treasurer.

### Irving R. Allen Leaves Kastor Agency

Irving R. Allen, for ten years with H. W. Kastor & Son, Inc., Chicago advertising agency, resigned last week as vice-president and general manager. He has served on the directorates of the LaSalle Extension University, the Zenith Radio Corporation and the H. W. Gosard Company, all of Chicago.

**You  
can  
reach  
them!**



HIGH above the narrow moiling canyons of trade, are the calm offices of the leaders. From them issue the impressive buying orders for the materials with which they carry on their businesses. Each year they buy carloads of paper, thousands of trucks, tons of office supplies, millions of dollars worth of building materials and all the other varied sinews of industry.

Few salesmen can get past their secretaries and office forces, only a few people interview them each day by appointment, and only a handful of favored magazines get to their desks and tables.

But you can reach a choice group of them through the OUTLOOK, for out of every 100 OUTLOOK readers 64 are business proprietors or major executives, while 21 out of every 100 are principals in businesses rated at over \$1,000,000.

# Follow The Outlook Into Prosperity

at prevailing low rates by reserving your 1929 schedule now

Francis Rufus Bellamy  
Publisher-Editor

120 E. 16th St., New York

Wm. L. Ettinger, Jr.  
Advertising Manager

OFFICES: BOSTON • CHICAGO • ATLANTA • SAN FRANCISCO • LOS ANGELES • SEATTLE

# Northeastern Ohio has 40 daily newspapers

In the 31 counties surrounding Cleveland—sometimes erroneously called "The Cleveland Market"—there are approximately 3,000,000 people, 34 cities of over 10,000 population, served by 40 daily newspapers.

These 40 newspapers have an average coverage of the families in their respective seats of publication of 215.5 per cent. No Cleveland paper can compete with the coverage of these papers in their markets. Nor can any advertiser using space in Cleveland newspapers compete in these other 33 cities with other advertisers who use the local dailies.

**The Press  
is the  
First  
Advertising  
Buy in  
Cleveland**

## No. 14 Medical

Even after refusing nearly 100,000 lines—much of which later appeared in other papers—the 6-day Press published more medical advertising than any 7-day combination in the first 6 months of 1928.

The TRUE Cleveland Market—35 miles in radius—1,525,000 in

# The Cleveland P

Detroit • Atlanta  
San Francisco

NATIONAL ADVERTISING  
250 Park Avenue, New York City

FIRST ADVERTISING



City	July, 1928 City Population	Number Daily News- papers	Total Daily Circu- lations	% Coverage of Families
Cleveland .....	1,011,988	3	658,598	286.4
Akron .....	237,616	2	127,614	236.3
Youngstown .....	178,683	2	73,992	182.6
Canton .....	116,121	2	78,373	297.0
Lakewood .....	65,101	no daily newspaper		
Lorain .....	47,365	2	16,804	156.2
Warren .....	43,281	1	12,829	130.2
E. Cleveland .....	43,067	no daily newspaper		
Mansfield .....	40,066	1	14,386	163.2
Steubenville .....	38,310	2	24,220	278.1
Marion .....	35,422	1	14,376	178.2
Massillon .....	31,378	1	9,168	128.5
Sandusky .....	27,934	2	19,883	312.8
Ashtabula .....	27,602	1	10,010	159.7
Alliance .....	27,496	1	10,590	169.8
East Liverpool .....	26,763	1	11,997	197.1
Elyria .....	26,616	1	9,225	153.1
Barberton .....	23,286	no daily newspaper		
Cleveland Hts. ....	22,194	no daily newspaper		
Niles .....	20,274	1	3,140	68.2
Kenmore .....	19,382	no daily newspaper		
Tiffin .....	16,771	2	7,920	259.6
Fremont .....	15,585	2	7,739	218.2
Cuyahoga Falls ....	13,700	no daily newspaper		
New Philadelphia ...	12,862	1	9,344	319.4
Fostoria .....	12,484	2	6,848	241.6
Bucyrus .....	12,162	1	5,606	202.8
Ashland .....	12,024	1	6,021	220.4
Mt. Vernon .....	12,000	2	7,673	281.2
Coshocton .....	11,932	1	6,758	249.0
Salem .....	11,075	1	3,594	142.6
Conneaut .....	10,277	1	3,444	147.8
Wooster .....	10,255	1	8,237	354.2
Dover City .....	10,126	1	6,904	300.1

population—small, and compact—is the only area in which advertising in Cleveland newspapers is effective. Outside of this radius local newspapers must be used to make sales.

*This is one of the facts printed and proved in "Approved," the new market analysis of northeastern Ohio, which gives a complete break-down of the trading areas of this section and reports the findings of the innumerable authorities who have defined the TRUE Cleveland Market. Write for a copy.*

# Press

First in  
Cleveland



SALES DEPARTMENT  
N. Michigan Blvd., Chicago

Seattle • Portland  
Los Angeles

SCRIPPS-HOWARD

BUY IN CLEVELAND

## Do You Know That—

There is one motor vehicle for every 4.6 persons in Michigan as compared with one for every 6.5 persons in the United States.

This and many other important merchandising questions are fully answered in this new book.



If you haven't  
received a copy write for it today.

Grand Rapids Press	Flint Daily Journal	
Saginaw Daily News	Jackson Citizen Patriot	Muskegon Chronicle
Kalamazoo Gazette	Bay City Daily Times	Ann Arbor Daily News

### THE BOOTH PUBLISHING CO.

I. A. KLEIN, Eastern Representative  
50 East 42nd St., New York

J. E. LUTZ, Western Representative  
6 North Michigan Ave., Chicago

# Analysis Essential in Community Advertising

Study of Objectives Should Precede Fund Raising and Advertising Determinations

By Don E. Mowry

A PRODUCT that is to be marketed is analyzed before it is offered to the public. The company makes its own investigation, its tests. The advertising agency takes from these primary essentials the kernel that spells success in launching the product.

In advertising a community there has been lacking the primary essentials which should be turned over to the advertising agency for study before the copy is prepared. Therefore, a considerable portion of community advertising has failed to come up to expectations, judged by results obtained in product advertising.

People who are successful in their various businesses, when they assume positions of leadership in public or semi-public matters, seem to forget that good business principles are applicable. Thus we find many communities making mistakes in their advertising because those who have assumed responsibility are unfamiliar with the technique that goes into the building of community relationships and community programs.

But the old order is changing. The newer types of community advertising are founded upon a recognition of the need for a thorough knowledge of local assets and local liabilities before anything is undertaken from an advertising standpoint.

Kansas City, Mo., had a preliminary newspaper campaign several years ago which aroused much interest. For Kansas City the expense was not large. Before attempting to launch a comprehensive advertising program, a complete study was made of the objectives to be sought. A number of surveys were made. Now, Kansas City has launched an advertising campaign that is the result of con-

siderable thought and study. Time has been taken to give the subject of the city's future a comprehensive treatment.

Mistakes are making it necessary to stop, take stock and then proceed. The former method was to proceed and trust to luck for success. A number of communities recorded results on this hit-and-miss plan because there were few communities actively in the advertising field. Now it is recognized that community advertising is subject to more pitfalls and perils than commercial advertising. There is need for greater care in the preparation of copy, in setting the community so that there will be the needed response, locally, to the advertising that is done, and judicious distribution of the placement of the advertising commensurate with the objectives to be sought. All of this must be done regardless of the wishes and whims of the local steering committee insofar as possible.

## NO TWO COMMUNITIES ARE ALIKE

No two cities are just alike. No two communities have just the same potential possibilities. Each community advertising campaign requires its own set-up. The advertising that is being done by the Pacific Coast Empire Association is wholly different from the advertising Asheville, N. C., has done for the last three years. Means, methods and follow-up in Corpus Christi are not applicable for Wilmington, Del.

Salt Lake City, some years ago, was just a stopping point. The people of Salt Lake wanted to get some of the tourist business that was moving westward. They did not have a large budget for advertising purposes. What did they do? After they analyzed the problem

they started to advertise in this fashion: "Visit Salt Lake—you are entitled to this stop-over at no extra cost." The result was that they increased the average stop-over from several hours to several days.

In the instance of a certain Southern city, there was little difficulty in raising \$100,000 a year for three years. Earlier industrial activities had convinced the leading citizens of the value of community promotion through advertising. After the fund was secured, several months of effort were put forth to point out to the people the necessity for correcting many local conditions. It was pointed out that "if the city is to be advertised away from home, we must do something to put our house in order so that our city will have a good appearance—a better appearance than heretofore." An item of \$8,000 was recommended for this purpose. It was felt that with the interest of the people centered around "a better appearance" the outside efforts would receive an added impetus through artifices which would then be employed by the citizens in their contacts outside.

The returns from community advertising dollars, somewhat like the services from the tax dollar, are not so easily measured in material accomplishments immediately after the campaign has been staged. There is cumulative value for any community that conducts a regular and consistent campaign of advertising. No program of community advertising should be planned for a period of less than three years. A five-year program is far better.

People are eye-minded. They are attracted to places that are advertised, talked about and written about. This is an advertising nation and our people think and act with advertising as a motivating force. We cannot get away from this outstanding fact which must have impressed itself upon even the most casual of observers.

A city raised a budget for five years, or thought it did, and advertised that fact. After three years it was required to stop and take stock of itself, because no

thought had been given to a comprehensive treatment at the outset. Enthusiastic citizens seemed to think that while the city and county had pledged support for only one year, the money would come forth somehow when needed. A planned outlay by the advertising agency caused debt in the third year. Manufacturers know what they intend to spend before they spend it on a product, and how, and they know where the funds are coming from before they determine upon their appropriations.

A city in New York has given consideration to an advertising campaign. It could spend \$50,000 right now but it does not intend to do so. One citizen has volunteered \$25,000 toward the campaign. The leaders are keeping their heads. They plan to have their local situation studied from all viewpoints, by an outsider, a community consultant, who is to give consideration to both the internal and the external phases of an effective plan. These data are then to be used as the basis for staging the fund-raising campaign. It has been estimated how much of this budget of a million dollars over a period of five years must be raised silently among those willing and able to contribute, before the actual fund campaign is launched. The facts brought out in the study will give all arguments needed in securing the fund.

#### LOOKING BEFORE THEY LEAP

In that city, community advertising is going to be put up to the citizens as a good business proposition for the city. There will be an understanding of the general objectives and what can reasonably be expected. Here they plan to avoid the mistake which has been made of jumping into advertising before they know just what they want to accomplish. They know there is sentiment among the people. They do not propose to capitalize upon this knowledge until they have a plan and program that has been thought out.

In planning ahead, making the analysis, there is an opportunity to give consideration to the economic



# RADIO

## IN NEW ORLEANS

The Times-Picayune offers the radio advertiser 53% more daily circulation than the second New Orleans newspaper, and 65% more Sunday circulation. It offers 80% more daily circulation than the 3rd and 39% more on Sunday.\*

During the past 12 months—August, 1927, through July, 1928—The Times-Picayune has published 40% more radio advertising than the next New Orleans newspaper.

*New Orleans is the South's first  
market and The Times-Picayune  
is New Orleans' first medium*

## The Times-Picayune

**In New Orleans**


Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: Cone, Rothenburg & Neese, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

\*Circulation figures from Publishers' semi-annual statements to Post Office Department as of March 31, 1928.



forces at work all over America. New England is going through a change and must devise ways and means of combating the industrial exodus. Decentralization has been brought about by new problems in marketing and distribution of goods. Are communities studying these trends and preparing to take advantage of them in their community advertising? The National Biscuit Company recently established branch plants. The tendency toward mergers is increasing each year in this country. To the community seeking by advertising to promote its industrial growth, a study of this tendency to mergers with the consequent broadening of markets and the decreasing price of goods is of vital importance. There is also a tendency to shift industry from one section to another for various reasons. Then there is the creation of a new type of industry as a result of the revelation and revolution being wrought by the industrial chemists. Synthetic products appear daily. Substitutes for wood, artificial silk, synthetic leather, alloys for steel, are well known to some but these new marketing factors seem to have been overlooked in community advertising programs. The community that is awake to these opportunities, establishes a position of economic prestige through advertising and will make progress in line with the new economic era.

There are four elements in research: First, it has definite objectives. The problem is stated and visualized so far as possible in order to reach out for information along certain definite lines. Second, research gets all pertinent facts in the case and notes the authority for them. Third, research involves a correct interpretation of facts. Fourth, the research job is not finished until the presentation of facts and conclusions is put in readable form. Community research involves scoring the town for good points and bad in relation to the type of advertising to be launched. Industrial, trade and tourist copy will have much in common but vary in items emphasized and detail given.

The extreme value of research, so far as the community is concerned, is the determination of the fact: Is the community ready to advertise? It is folly to advertise if the facts do not warrant that advertising. It is folly to advertise if the people are unprogressive. The citizenship must be assayed. The preliminary search for community data sometimes discloses certain shortcomings or liabilities. A town that does not know itself—have faith in itself—cannot be sold successfully to the world.

#### KEEPING A RECORD OF RESULTS

Analysis on community advertising campaigns that are proposed should give consideration to records. It should not be necessary for an advertising agency to record accomplishments, but these records play an important part in retaining sustained interest throughout the period of the campaign and in future years. Local machinery should be set up for this purpose.

The Denver Tourist and Publicity Bureau has inaugurated a plan which plays an important part in the fund raising campaigns. Steady and consistent advertising follows each year. In January, the State of Maine Publicity Bureau celebrated its sixth anniversary. It knows how many letters are received as a result of the advertising. It knows how many people stayed in the hotels, farm homes, cottages and tourist homes. These are two outstanding tourist objective organizations and it may seem easier to record accomplishments in this particular field but there are devices to be initiated which will accomplish the same purpose for advertising objectives quite different from travel.

Whatever program of progress is devised for the community, on the basis of analysis, the advertising technique is one important and controlling factor. The budget must be analyzed. Budget control is fairly simple, but a reserve fund must be set up because there are circumstances entering into this type of advertising which require this precaution. The budget can



## Washingtonians Are Ardent Radioists

Residents of the National Capital naturally hold intimate interest in the things which are going on over the country—and the world—and are enthusiastic “listeners-in” on the daily radio programs of events.

The Washington Market is 800,000 strong—people of means to indulge their hobbies—of which the radio is one—offering an appealing market to the distributors of radio products.

You only need ONE paper to cover the Washington Market. THE STAR DOES IT THOROUGHLY.

# The Evening Star.

*With Sunday Morning Edition*  
**WASHINGTON, D. C.**

New York Office:  
Dan A. Carroll  
110 E. 42nd Street

Chicago Office:  
J. E. Lutz  
Tower Building



## Why Des Moines Should Be

**1** ... because the state of Iowa with two and a half million population and high average buying power is one of the most important middle western markets . .

**2** ... because the newspapers of the larger cities in the neighboring states, (Chicago, Minneapolis, Kansas City, etc.) do not give any sort of satisfactory coverage of Iowa .

The Des Moines Register and Tribune



# on Every Key City List

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3.

...because Des Moines has one of the most remarkable newspaper circulations in the country. Think of it, a newspaper published in a city of 150,000 that reaches 200,000 families in its home state!

City  
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owa.

4.

...because The Des Moines Register and Tribune is read all over Iowa—has a marked influence with dealers and jobbers and gives splendid merchandising co-operation.

r and Tribune

225,000 Daily Circulation

be built and should be built as an investment.

Industrial and other surveys are valuable and may become necessary. It should be understood that facts are not surveys. An inventory may be all that is required. Art work, illustrations, everything must be equal, if not superior, to commercial copy. If this cannot be accomplished the analysis should show that advertising should not be done. Money spent in this way is an investment.

Individual citizens pool their interests to battle with other towns for favorable public attention. The product to be advertised must be right. That product is the community commodity. The community must be prepared. It cannot be prepared without analysis.

### Advertising to Offset the False Report

ADVERTISING has been called upon to help solve all sorts of problems which affected the business health of an organization. One such use of advertising is that of meeting a false report or rumor. Stories that a company was to be recapitalized or sold out, that it was owned secretly by some other company and a host of similar rumors have been used by competitors to embarrass the sales force of a company, which often had a difficult time in offsetting them. Advertising has often proved effective in a crisis of this sort and now it adds one more example to its long roll.

In this case the situation was indeed a peculiar one. Since the first of this year the Basch and Greenfield Corporation, successor to the long established company of the same name, has been operating with the same personnel as the old company. In order to pay off an estate interest in the business, it became necessary to auction off the machinery and stock owned by the former company.

"This would have been unnecessary under ordinary circum-

stances," the president of the company tells PRINTERS' INK, "but an unreasonable attitude taken by some beneficiaries of the estate made it necessary. Of course, the auction had to receive wide publicity to be successful, and the new corporation which took up the business of the old had a similar name. Few people realized the difference, and the unpleasant situation arose of having our customers believe we were going out of business. Everywhere our salesmen were met with the statement, 'I thought you were going out of business,' so we realized it was time to contradict this erroneous idea. First a mail announcement was sent to the entire trade which told the facts in the case, and large space was used in the principal publications in our field. In our regular space in the publications in our field we use semi-humorous copy, which has been described in PRINTERS' INK. When it came to facing even so serious a situation as this, we saw no reason why we shouldn't be at least good-humored about it. The caption for this special copy, therefore, was as follows:

Nearly everyone knows auction bridge. But this announcement is to bridge the auction.

"The announcement then went on to point out that the auction sale of the stock and machinery of the Basch and Greenfield Company did not in any way affect the operation of the Basch and Greenfield Corporation which would continue in the business of manufacturing reworked wools with the same personnel as before. The advertising proved effective. By this time the trade is well aware that we are still in business and we feel that the special advertising we did was very well worth while."

### Phonograph Trade Paper Changes Name

The Phonograph & Talking Machine Weekly, New York, has changed its name to The Talking Machine & Radio Weekly. The change is one of name only.

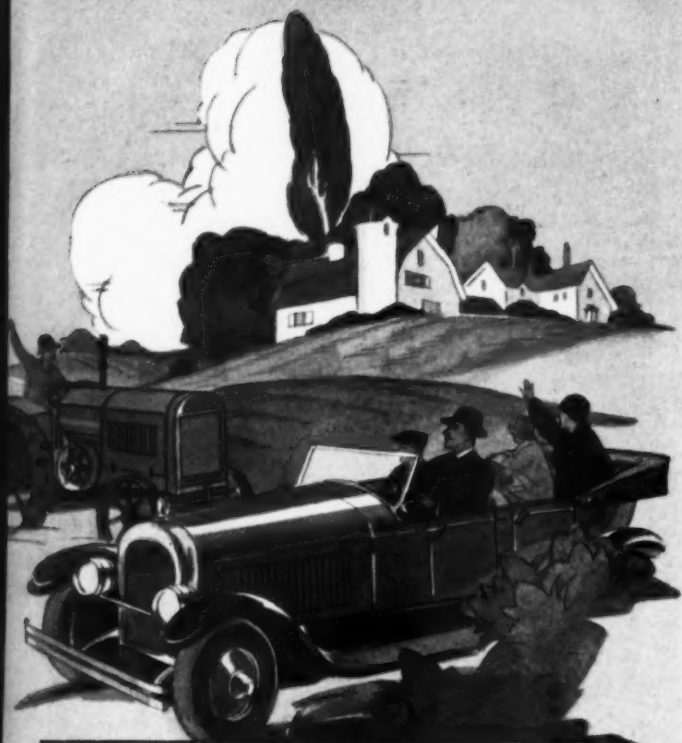
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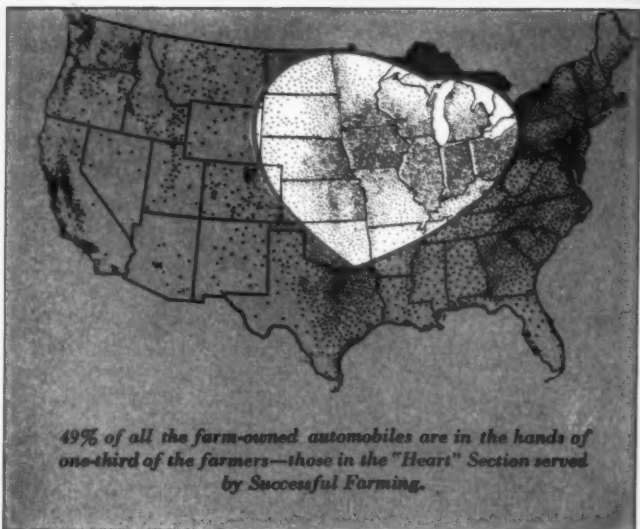
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# LEADERSHIP

.... where farm owned  
motor cars and tractors  
*prove* farm buying power



**H**ALF (49%) of the farm-owned automobiles are in the hands of one-third of the total number of farmers in the United States.

What can this mean except greater buying power on the part of the "Heart" Section farmer?

And the same ratio—considerably increased (63%)—holds good for tractors.

In the face of convincing facts of this kind how unimportant total circulation of farm papers seems!





*63% of all the farm-owned tractors are in the "Heart" Section where only one-third of all the farmers live. Must you buy total circulation to reach the most responsive farm market?*

Surely any good business man will admit that he wants as great buying power as possible either on farms or in cities. And in *Successful Farming* which serves the "Heart" Section as no other farm paper can he gets 77% of its circulation right in the "Heart".

The majority of *Successful Farming's* 1,022,048 circulation is the direct result of its own controlled methods. The renewal rate of subscription is 41% — much higher than any other general farm paper.



**T**HESE facts prove that Successful Farming is read by the leading farmers in the leading "Heart" Section.

Are Successful Farming subscribers interested in improvements? They already own more radios than an average farmer. Twice as many of their farms have electricity and running water. Their average value for farm buildings is three times the national farm average. Of course, they buy—because they have more money to spend.

Agriculture is sectional.

Don't try to buy farm paper space as you would naturally buy national magazines in other fields. Investigate the coverage of farm papers where farm buying power is greatest. Then you will place Successful Farming first on your list.

# Successful Farming

MORE THAN A MILLION CIRCULATION







# What Is the Best Day of the Month to Mail Catalogs?

Experience Unmistakably Indicates That the Twentieth of the Month Is About the Time the Catalog Ought to Reach the Prospect If It Is to Sell Most Efficiently

AISENSTEIN-WORONOCK & SONS, INC.  
NEW YORK CITY

Editor of PRINTERS' INK:

We are in the wholesale jewelry business and we mail a catalog to retail jewelry dealers every month.

For several years, we have been mailing this catalog about the first of every month. We are wondering if you have any information on file as to the best time of month for mail-order catalogs to reach the hands of the dealer.

We realize that the dealer receives a large quantity of mail the first of every month and we feel that our catalog may lose its effectiveness somewhat when it reaches the dealer at this time.

We will appreciate very much any information that you can give us.

AISENSTEIN-WORONOCK & SONS, INC.,  
L. H. BEARDSLEY,  
Advertising Manager.

THE first of the month is the time of all times *not* to mail a catalog. Mr. Beardsley is quite right in his assumption that the book mailed at this time "may lose its effectiveness." His statement is not strong enough, though. It can be made without qualification. Direct-mail material received on or about the first of the month does not produce as much business as it does when it is sent out earlier.

Long experience, and much experimentation, have proved that a catalog going to retailers should be put in the mails not later than the twentieth of the month preceding the date of issue. The September book should be sent out on August 20, the October number on September 20 and so on.

Inasmuch as the twentieth of the month may fall on a Sunday and thus be preceded by the half day's work or less that usually is done on Saturday, a good plan is to make the third Monday in the month the catalog mailing date. This will usually be approximately from the seventeenth to the twentieth and will insure getting the books into the hands of customers and prospects in plenty of time before the first.

The first of the month is the time when the dealer receives perhaps more mail than at any other time. In it are invoices and statements for whatever money he may owe. He also pays, or is supposed to pay, the main part of his store's overhead at this time, including rent. He also is, or should be, busily engaged in whatever special selling program he may have mapped out for that month. All these and a few other things combine to make him decidedly disinclined to buy by mail or any other way during the opening days of the month. The result is that the catalog which may greet him on the first may be on his desk all the way from a few days to a week or more, even two weeks, before he gets around to examining it seriously. In such a situation, the selling power of the catalog is seriously interfered with; it wastes all the way from one-quarter to one-half of the time that it is expected to be devoting to selling.

On the other hand, if the catalog gets into the store a week or ten days before the first of the month, the dealer is not so distracted by the many routine duties and actions that are forced upon him later. He has time to leaf through it—and also more of an inclination to buy. He is likely to get his order in before the first of the month, and thus the wholesaler or manufacturer enjoys business which otherwise he would not get until a couple of weeks later—if at all. The merchandise is shipped earlier and gets into the dealer's stock that much sooner. Thus there is business produced for him and for the man who sends him the catalog. Time counts for much in selling. And it is a universally recognized principle of successful merchandising that goods displayed at the earliest

possible moment bring the most profitable sales.

The principle works similarly even in the case of retail mail-order selling, where the dealer is not a factor. Large mail-order houses of the Sears and Ward type carefully plan things so that their catalogs and other direct-selling pieces get into homes at just about the fifteenth of the month. Wage earners usually are paid by the week and it is a common thing for salaried people to get their checks twice a month, on the first and fifteenth. The first of the month is, theoretically at least, bill paying time. People are much more likely, therefore, to buy from a catalog received on the fifteenth.

It is true, of course, that the large mail-order book is kept for weeks or months and referred to—perhaps bought from—many times. Even so, the best and most profitable business comes from a catalog when it is new.

There is a psychological influence of some kind that seems to induce more liberal buying when the catalog is first delivered. If, on account of the family's financial situation or other causes, it has to lie around for two or three weeks, it becomes "old" and the buying that is then done from it gets to be more or less a routine matter and therefore is more conservative. This is a queer angle of buying; yet long acquaintance with and study of the mail-order mind has convinced leading catalog firms that it is an unquestioned fact.

How is the wholesaler or manufacturer going to handle his price changes if his monthly catalog is sent out at a time other than the first of the calendar month? A dealer, for example, during the latter part of August is making up an order out of that month's catalog. Along comes the September issue with higher quotations. In this case is he not likely to conclude, innocently or otherwise, that the new book does not take effect, or supersede the old one, until September 1? He may; sometimes he does. But this is a

detail easily handled by correspondence, if on the catalog's front cover page or in some other prominent place there is a statement showing just what the price policy is.

In the case of the September catalog, the notice can be along the line of: "The prices in this catalog are guaranteed thirty days, beginning with August 20; all orders mailed after August 20 will be billed at the prices quoted herein." This is a rule that is easy to enforce because it works both ways, the customer getting the benefit of decreases and the house profiting from increases.—  
[Ed. PRINTERS' INK.]

### Mr. Butler's Article Struck Home

THOMSON WOOD FINISHING CO.  
PHILADELPHIA, SEPT. 6, 1928.

Editor of PRINTERS' INK:

As one who has always felt the desire to commit "mayhem" (murder is too mild) upon the authors and various characters in "Adland" I wish to sincerely congratulate Ellis Parker Butler upon his splendid article in PRINTERS' INK of August 23, most humorously entitled "Blushingly I Burst into Tears when John Handed Me the Soup-spoon."

I cannot recall when my risibilities were more delightfully excited, and if a good laugh is a tonic, then I can thank Mr. Butler for adding twenty years to my life. It was excellently done and splendidly written, and struck home with a bang.

I hope Mr. Butler has only fired his first gun, and that the battle will be without mercy and to the death.

Thank you both for a most hearty laugh and I should say rather a series of laughs.

J. GREENBERG,  
Advertising Manager.

### Furnace Account for Cleveland Agency

The Forest City Walworth Run Foundries Company, Cleveland, maker of Niagara and Monarch furnaces, has appointed the Krichbaum-Liggett Company, advertising agency of that city, to direct its advertising account. Newspapers, magazines and direct mail will be used.

### L. H. Shoop with Grape Products Company

Lucile Huntington Shoop, formerly with the copy department of the McJunkin Advertising Company, Chicago, has joined the advertising department of the Grape Products Company, Buffalo, N. Y.

# CONTINUED LEADERSHIP

**F**OR nearly six years GOOD HOUSEKEEPING has led all other women's magazines of large circulation in number of pages of advertising and in advertising accounts.

To consistently maintain this lead—and better it—is convincing evidence that the values which are found in GOOD HOUSEKEEPING have also been consistently increased.

Since March of this year there have been eight consecutive issues, each establishing a new record for its respective month. *The last of these—October—is by far the largest of any in the forty-three years of GOOD HOUSEKEEPING'S existence.*

These continued gains have a significance for more than GOOD HOUSEKEEPING. They reflect the firm belief of advertisers in the effectual power of magazine advertising, especially in publications of well-defined values.

## GOOD HOUSEKEEPING

NEW YORK BOSTON SAN FRANCISCO DETROIT CHICAGO

# Are Farmers People?

If Answer Is Yes, Which It Is, Then Why Not Advertise to Them as Such?

By G. A. Nichols

WHEN, early in the present summer, it appeared that the crop yield of the country as a whole would be well above the average, manufacturers began to perk up and show signs of real interest in advertising to the farmer. They seemed to remember all at once (as they do periodically and spasmodically) that they were neglecting about 40 per cent of the country's buying population.

Along about the middle of August it was seen that the good news was under-estimated—that, owing to almost a perfectly proportioned combination of plenty of rain and heat, which is the case once in a while, the crops had assumed bumper proportions. Illinois came along with an increase of 89,000,000 bushels of corn; Iowa with 66,000,000; Missouri with 10,000,000. Kansas harvested 168,000,000 bushels of wheat, the second largest crop on record, and the wheat yield for the whole nation was only 5,500,000 bushels under the five-year average. A telegraphic survey of the Northwest showed crops in Minnesota to exceed the average for the last five years. Et cetera. Et cetera.

Did the manufacturers then show the same fervor in advancing their advertising plans?

They did not.

Reasoning on the basis of supply and demand, they began to wonder if the big production would not depress prices. And, sure enough, reports to this effect began to trickle through. For instance, Arthur Evans, a Chicago *Tribune* writer, sent through the Northwest to study the political aspects of the farm situation, telegraphed his newspaper that there was "unrest and dissatisfaction" because lower prices seemed likely. Mr. Evans, a veteran reporter of judgment and ability, doubtless grasped the feeling accurately.

Other reports, based either on imagination or abstract analysis, took the same general trend.

Some of the advertisers, taking cognizance of all this (and remember I am telling actual facts here given me by publishers and advertising agents), decided to "wait a while longer so we can see what develops."

The reasons—or, rather, the causes—for this action or lack of action, are obviously these:

1. Through some sub-conscious process of reasoning which they probably would deny on the witness stand, these advertisers do not regard farmers as people in the same way they look upon people generally as people.

2. They have a deplorable lack of understanding of the economics and practices of farming—how the farmer markets his goods; what he does with his crops; the effect of grain prices on current business; what really is the basis of farm prosperity.

3. They plan and administer their advertising to the rural trade in accordance with crop conditions—a mischievous custom that is totally inaccurate and insufficient and the direct opposite of merchandising theory and practice as it is applied in substantially every other market.

The first error, of course, is the direct cause of the other two. When an advertiser starts out with a totally wrong understanding of his market, he is going to be wrong all the way, through unless some lucky freak of fate or fortune comes to his aid.

Farmers, by more or less common consent among merchandisers, are regarded as a segregated class different in many essentials from the common garden variety of human beings. This feeling, it is true, is largely sub-conscious and is not often translated into words or even into defi-

Q Being at the top in  
typography isn't high  
enough for Bundscho.  
We're constantly setting  
new highs every day  
with every new setting.



J. M. BUNDSCHO, INC.  
*Advertising Typographers*

65 EAST SOUTH WATER STREET  
CHICAGO

HERE TYPE CAN SERVE YOU

# "So Big"

(with apologies to Edna Ferber)

**T**HE American Weekly *talks big*, because it *is big*. You can't expect a giant to lisp pigmy phrases.

Its distribution is *so* immense that a *fitting* appraisal bursts the seams of superlatives which would *wrinkle* on the *figures* of *runt* circulations.

We sell *size* because advertising value is primarily based upon reader *volume*.

There isn't a medium of admitted importance that doesn't estimate selling power by its own sales record.

The American Weekly has the *most* readers and by accepted *audit* standards, the most *desirable* readers.

They buy the American Weekly at *full* price and without solicitation, discount, concession or premium.

The country absorbs five and a half million American Weeklies every Sunday *only* because folk like it *forty* per cent *better* than the *next* most influential periodical.

It's sold on *merit*—on the merit of *popularity*—on the quality of *mass appeal*, without which neither a *product* nor a

*publication* can be indefinitely marketed.

The American Weekly is a family habit, already in the *third* generation.

It has reached peak influence after a *thirty* year climb without a *slipback*.

Meanwhile, a hundred *once* contemporary magazines failed to make the grade. They couldn't hold public interest. They *didn't* print what folk wanted to know. And so they lost *pace* and *place*.

The American Weekly has come *nearest* to gauging national intelligence—*five and a half million* circulation *says so*.

Its editorial formula is *sound* and *popular*—*five and a half million* circulation *says so*.

Puddin' Head Wilson opined that difference of opinion made horse races possible.

He might have added that their could be *no* difference of opinion after the race was *run*.

The American Weekly has run and *won* its race—not by a *nose* or a *length*—but by half the *field*.

Yet despite a pullaway from competition, without parallel in the annals of journalism, differences of opinion as to the



American Weekly's efficiency still persist.

Some individuals don't like it; which is *unimportant* since twenty-five million folk *do*.

*Fair-minded* appropriations must *concede* that personal preferences or prejudices aren't competent *counterbalances* to such marketing power.

And that's what we sell. We sell *maximum* circulation, *placed* circulation, *concentrated* circulation, *productive* circulation, *ready-money* circulation, circulation among *steady earners* and *ready spenders*, circulation *saturating* rich, prosperous communities—and distributed nowhere *else*.

We sell *twenty-five million* readers, but their higher average of income gives them the consuming capacity of *thirty-five million* villagers and farmers.

*Their incomes aren't* at the constant mercy of elements and crop irregularity—they *aren't* weather and grass gamblers—but the *pick* of the nation's *tinkers and thinkers*.

Every *fourth* factory wheel,

every *fourth* freight car is busy filling or transacting their orders.

Three-fourths of the department stores and wholesalers of the United States are centered in their neighborhoods.

Their canned food, cosmetic and trifle bill exceeds America's regular expenditure on agricultural implements.

Their bank accounts hold the surplus wealth and *panic* reserves of the Republic.

Their merchants are the shrewdest and best rated. Stocks don't *stale* on their *shelves*; they take carload lots and discounts, and are the prompt *repeaters* whom *dividends* so dearly love.

The American Weekly blankets metropolis and city. Its energy isn't sprayed from Dan to Beersheba, but delivered with gate-crashing force at less than a *thousand* densely populated points.

Sixteen thousand dollars per poster size color page. You can't expect a *giant* to work for *pigmy* wages.

# THE AMERICAN WEEKLY

Greatest  
Circulation  
in the World

A. J. KOBLER, Pres.

Main Office: 9 East 40th Street, New York City

## Branch Offices:

WRIGHT BLDG.	5 WINTHROP SQUARE	753 BONNIE BRAE	222 MONADNOCK BLDG.
CHICAGO	BOSTON	LOS ANGELES	SAN FRANCISCO
1138 HANNA BLDG.	101 MARINETTA ST.	11-250 GENERAL MOTORS BLDG.	
CLEVELAND	ATLANTA	DETROIT	

nite thought. Nevertheless, it has a blighting influence upon marketing and, worked out to its conclusion, is the main cause for the predominance of the private brand in the rural market as against advertised merchandise.

In an editorial a few weeks ago, PRINTERS' INK remarked that advertisers no longer look upon the farmer as being of the Hiram Cornassel type—or what some of the small-town *litterati* rather inelegantly term a "hayseed." Probably they never did visualize the farmer in just this way. Even so, some merchandisers do not think clearly of the rural market because, during their planning, there float through their minds visions of chin-whiskered gentlemen chewing straws and ladies wearing long skirts.

And the funny part of it all is that the whole idea is based on an absolute myth. For the first twenty years of my life I lived in a small Kansas town which is the center of a great agricultural community, and came to know the farmer as he really is. I never saw more than one or two of the Uncle Hiram type. What I did see were farmers good and bad, industrious and lazy, honest and crooked, business men and plodders—the very same kind of people you can see in any other line of work and in any State.

Indeed, walking along Broadway and Fifth Avenue in New York and through the Loop district in Chicago, I have seen hundreds of so-called rubes to one encountered in the country. Presumably because they couldn't get hay, some were chewing tooth-picks; if there were such a thing as hayseed they doubtless would have had it in their hair. But the mere fact that the funny human caricatures, the walking cartoons, in the city outnumber those in the country several hundred to one does not mean that city people are inferior to those on the farms and in small towns. The curiosities, or worse, are more numerous because there are more people in the cities. If the population of the nation were evenly distributed, it

would be found that just about the same percentage of hicks would be found in every community. Yet, some way or other—perhaps through the efforts of vaudeville actors and writers and illustrators of alleged jokes—there has been wished upon the farmer a virtual monopoly of this sort of thing. It wouldn't be so bad if its influence had not insidiously wormed its way into merchandising.

#### FEW FARMERS ARE BUSINESS MEN

But if some advertisers go too far in under-estimating the farmer, others go just as far in over-estimating him. You perhaps will find no advertiser who is willing to admit in so many words (not for publication anyway) that the typical farmer is a hick—even though the advertiser does have a well developed case of superiority complex. You will, though, find rather a goodly number who fall into the equally foolish error of saying and actually thinking that the farmer is a business man. He isn't—not as a type. Real business men among farmers are very much in the minority. That is to say, farmers as a class are exactly the same as any other class—good, bad and indifferent. There is, of course, an occasional business man among farmers—just as there is among storekeepers, among people who make things to sell, among jobbers, among advertising men—among just about any class or calling that you want to name.

Well, then, if the farmer is neither a hick nor a business man, what is he? Add the two together, take the average, and it will be found that in between the two extremes is the real farmer as he exists today.

In short, it will be found that farmers are *people* in all that the word implies.

And when advertisers begin to treat them as people, instead of regarding them as plodding peasants or outstanding business men, there will be a world of difference in selling. The private brand will not have nearly so sweet a thing

of it in the small-town market.

Growing out of this failure to look upon farmers as people, in the sense we are discussing them here, comes the failure to understand the economics and practices of farming. If there were more clear thinking on this subject, advertisers would not make the egregious mistake that some of them are making now. They would regard a moderate dip in prices, following closely upon enormous crops, not as a calamity but as a truly healthful and helpful circumstance for a great number of farmers. When they look upon moderate grain prices as indicating bad times ahead for the farmer and as cutting down his buying power, they at once betray their abysmal ignorance of farming as it is practiced today.

#### FARMING IS DIFFERENT NOW

Fifty, or even twenty years ago, advertisers would have had just cause for their apprehension. To-day there is none. At that time, the average farmer raised a crop of wheat or corn and little or nothing else. If there was a good market for his grain he had money; if there wasn't, he hadn't. Farming today is entirely different. It is diversified—meaning that the farmer rotates his crops, that he raises a variety of products, that he fattens and sells cattle and hogs, that he goes into poultry raising and dairying. The farmer who is at all alive these days (with the exception of certain big exclusively wheat farmers in the West) would no more think of confining his whole effort to one crop than a storekeeper would think of having a stock of merchandise made up entirely of canned tomatoes.

PRINTERS' INK articles for many years back have been harping on this policy of diversification. But I was surprised myself, in assembling material for the present article, to ascertain how relatively small a percentage of farm incomes today is realized from corn and small grain. W. E. Boberg, advertising manager of *The Farmer*, told me that 75 per cent

of the Minnesota farm income is derived from products other than small grain and corn—that in South Dakota the percentage is 82 and in North Dakota 32. Just to make doubly sure I checked up the figures with the Federal Reserve Bank in Minneapolis and found they are correct.

If, then, reverting to the first part of this article, Arthur Evans is right when he says grain prices are dropping in the Northwest, how is this going to pull down the farmer's income? Why should it make the advertiser timid?

Incidentally, this same bank is authority for the statement that the gross farm income in the Ninth Federal Reserve District for the year ending August 1 (taking in the States of Minnesota, Montana, North Dakota, South Dakota and portions of Wisconsin and Michigan) was \$783,000,000. This represents only three-fourths of the farm income of the district because the figures do not include the income from beef cattle, sheep or poultry. But even at three-fourths it is \$116,000,000 higher than for the previous crop year.

A study of diversified farming reveals the illuminating fact that the diversified farmer spreads his income over a period of twelve months. His corn, small grain and forages are marketed in the form of dairy products, beef, pork, chickens and eggs.

Hence, when bumper crops of grain are raised, the farmer, taking him by and large, is absolutely bound to make more money even though grain prices are low. As a matter of cold fact the dairy man, the hog raiser and the beef cattle producer are direct beneficiaries of lower-priced corn and small grain. Feed cost is the largest factor in dairy profits and this means that when feed is cheap and plentiful the dairy products market is stabilized on a profitable basis.

But what effect is all this going to have upon market prices of pork and beef? Right now, pork is on the ascending side of the price cycle, statistics pointing to a



## A TIRE MANUFACTURER ON MAGAZINES

"We first look for proofs of a magazine's public acceptance — such as circulation growth and reader action", writes a prominent tire manufacturer to his salesmen — in telling how he selects magazines . . .

"We found Collier's public acceptance proved by its striking circulation growth . . . from a million to over 1,600,000 in thirty months. The public's active interest in Collier's is further emphasized by the fact that this growth has occurred mainly in . . . newsstand sales which have increased 357 percent.

"These are obvious proofs of the public's satisfaction . . . Considered alongside of Collier's newsy and factful editorial content, they indicate (that Collier's has) a live, active, responsive audience which we feel to be of particular value . . ."

With 1928 establishing new production peaks throughout the automotive industry — and the consequent need for new markets — many advertisers in this field are turning to Collier's.

They say Collier's offers a great new automotive market — and an unusually active one.

THE CROWELL PUBLISHING COMPANY

NEW YORK

**"Collier's ~ for ACTION"**

*Now more than 1,600,000*

price level of between \$10 and \$11 per 100 for the coming year. With cheap corn assured, the hog raiser is going to make the best profits of recent years.

Beef cattle at the present writing are bringing higher prices than has been the case since the peak market of 1920. Moreover, there is a shortage of supplies that cannot be filled until another five years. Here we have the rather remarkable combination of cheap feed and high-priced beef. The beef cattle raiser, therefore, is just starting out on what promises to be the best year of the post-war period. As these words are written, beef steers are 25 per cent higher than a year ago, hogs 16 per cent higher, and lambs 10 per cent higher. In the market section of the *Chicago Tribune* on August 31 appeared this significant statement:

Another sharp advance in the cattle market yesterday carried prices 50c. to \$1 above a week ago. A new top for the season was established when 76 South Dakota steers and yearlings, averaging 1,022 to 1,235 lbs. went to Brooklyn for fancy trade at \$17.75. Bulk of cattle sold at \$14 @ \$17.15 as against \$13.50 @ \$16.35 a week earlier and \$9.85 @ \$13.65 a year ago.

Seemingly, cheap feed, or the threat of it, is not doing the dire things to the live stock market that some people seem to fear.

A couple of weeks ago, while in Kansas, I happened to be in my old home town, Osage City, of a Saturday evening. Saturday night in these Western towns is a combination social and marketing event. Farmers for miles around drive in and assemble with the townspeople in the business section. The streets for blocks around are lined with automobiles and the sidewalks and stores are literally crowded. People visit and talk, buy and talk. (By the way, if any general advertiser could have witnessed that colorful scene he would have had a new and more accurate vision of the rural market out of which he now is getting so relatively little.)

Mingling with the crowd I encountered old friends and acquaintances here and there—not

many, because the hand of Time has been heavy. One of these was Walter Leighty, one of the well-to-do "people" farmers of the section.

"Well, Walter," I said, "I see you have a wonderful corn crop out here. I suppose you are going to make all kinds of money out of yours?"

"Yes, my son-in-law and I are feeding a big bunch of cattle this year and we actually expect to make some good money out of them."

"But how about your corn? You can't sell it for as large a price as last year, can you?"

"Who said I was going to sell it? I'd like to buy some, though. The farmers in this section don't do as they did in your time; they feed their corn to hogs and cattle. I haven't sold a bushel of corn for ten years and I'll bet there isn't a man in the county who depends on corn and grain sales for more than 25 per cent of his income."

Advertisers are throwing away profits when their merchandising programs are influenced by agitation about the desirability of small corn crops and big prices for them. A big yield of corn may reduce the selling price of the grain itself, but it benefits the man who markets his corn through livestock. Great crops of low-priced corn have made the Middle West the richest agricultural region of all the world. And yet manufacturers of national reputation hesitate like timid children and fail to merchandise their goods properly to the farm trade just because prices show a tendency to sag a little under the staggering weight of a bumper crop!

Anyway, if farmers are people, why should current crop conditions, actual or estimated, have any particular effect upon an advertising program designed to establish consumer acceptance for a commodity in any given section? Here, coming to the third point of the argument, is where a deplorably large number of advertisers are falling short of the mark.

Every general advertiser knows,

or ought to know, that the job of establishing consumer acceptance for a commodity is a serious one that cannot be played with. A little flyer in advertising now and then, based strictly upon "conditions"—not enough sometimes and too much at others—usually represents a total loss. At best, nothing substantial or fundamental is being built. The merchandising reasons behind this principle have been expounded so frequently and thoroughly in **PRINTERS' INK**—told in words of one or two syllables that anybody can understand if he is so disposed—that it seems a superfluity to drag them in here.

Indeed, most or many general advertisers know this doctrine and practice it in their selling—except in the farm field.

The result is that nationally known commodities are actually in the minority in great numbers of rural sections of the Osage City type. This statement probably will be challenged by certain gentlemen who sit at their desks, imagine the farm market to be a thing peculiar unto itself and almost go so far as to administer their farm advertising program by the signs of the Zodiac. But it is true.

One cause doubtless is to be found in the loosely administered credit systems prevailing in many smaller towns. Farmers often run bills with local dealers extending over many months. The dealer in this situation is able to sell the farmer whatever brands of merchandise he has in stock, and the reason is obvious. This dealer probably has easy credit relations with a jobber who is not far away. The jobber thus is able to induce the dealer to push his private brands and make him like them.

This, of course, is a factor that will be changed automatically as credit practices tighten up—which, happily, is getting to be more and more the case. But the main source of the private brand's strength is the lack of sufficient advertising to the rural market.

If anybody will take the trouble

to pull down his A.B.C. reports and analyze the distribution of circulations used by the average national advertiser he will find that in many States the advertiser has an urban coverage of 150 per cent or even 200 per cent; while in the small towns and villages he has a coverage of from 10 per cent to 25 per cent. He is paying good dollars for this rural circulation, too; but the coverage he gets and the effort he makes to develop rural trade is spread out so thinly that it is almost wasted money and effort. He is not doing the job and consequently he does not get the business. Then his sales manager sits back and condemns the country dealer as a man of no vision, no enterprise and little ability.

#### NOT THE DEALER'S FAULT

It isn't the dealer's fault. If national advertisers would give dealers with rural trade the same backing that they give the Chicago and New York and Philadelphia dealers they would soon have a different idea of the great rural market's possibilities. This term "rural market," though, is really a misnomer. There is rural trade but the market place, the buying and selling place, has changed.

Not so long ago, the advertiser's job was to find out how to get his goods to the rural population. His present-day job is to get his urban customers to take his goods.

Less than twenty years ago, a certain city with which I am well acquainted had a population of about 50,000 and the retailers boasted that it drew business from a trading community of 100,000. Today, it is a community of close to 400,000 people although the city itself has not grown greatly. The same thing has taken place all over the nation. The trading area of the smaller cities has been extended twenty-five to fifty miles in every direction. The automobile, hard surfaced roads and motor buses brought the country into town.

But while rural folks trade in town, it must not be forgotten that they read at home. If a manufacturer hopes to get his merchandise



# THE FACT IS

You've met him—the chap who sprinkles his conversation with "The fact is." Perhaps he hasn't any fresh facts to give out. Perhaps he's lined with them. It doesn't matter. *You listen to him.* For that man has got hold of one of the most compelling words in the language.

The progressive advertising agency, in its clients' advertising, doesn't keep saying "The fact is," although

Fact, of course, consistently fortifies the advertisements it prepares.

But commercial fact can carry a *sale* only so far. Beyond a certain point, facts become both too heavy and too rigid. Few things are *solid* solely on the excellence of the materials which go into them.

At this stage, then, the progressive agency begins to *evoke*. The creative product, in such an agency, owes its

The E R I CK





fortifies support and stabilization to  
 es. research, but it does *not* owe  
 carry a its *life* to research. So far  
 certain from being documented and  
 o heavy pigeon-holed by its facts,  
 are sold the creative staff can func-  
 the ma- tion, if it chooses, like *ex-*  
 temporizers. There's nothing  
 aggressive rigid and undeviating to hold  
 creative them down or back. They  
 wies is can fly.

Facts are their hangar, not their orbit.

This does not mean that they undervalue their facts. Nor does it mean that they aren't constantly gathering new facts. But it does mean that they do not permit facts to write their copy—without the help of a winged imagination.

The fact is as the fact is interpreted.

CK S O N Co.

RLY N 1929, THE N. Y. CENTRAL BUILDING

into their buying consciousness he must reach them in their homes where impressions are received and decisions are made.

There are those who believe, and not without reason, that the dealer is doing an infinitely better advertising job to this rural trade than is the manufacturer. The A.B.C. now gives him figures on city, trading area and all other circulation. And, using them, he has learned something which seemingly is unknown to general advertisers except a few. He has learned the necessity of covering his entire trading area. He also seemingly has grasped the fact that the advertising which counts the most is that which creates new consumers, new customers, new buyers.

#### LESSONS FROM THE RETAILER

I have had a sneaking idea for some time that the national advertiser who admittedly is not getting his full share of rural business can learn some highly valuable lessons from the retailer—particularly from the merchandise managers of department stores in interior towns that cater strongly to the country trade. I refer to stores in such cities as Des Moines, Madison, Wis., Topeka, Wichita and Oklahoma City. These stores have to fight for business in more or less primitive fashion. Their advertising is not only correctly distributed but it has bone, blood and muscle—in striking contrast to the namby-pamby literary copy put out by some national advertisers. If these stores were to let crop conditions or prospects control their advertising activities, where would they be today?

The whole point of the argument is that farmers are fundamentally the same as the general run of the population and that their economic position is sufficiently solid and consistent to make the right kind of advertising, directed to them, pay big dividends.

Some years the farmer is better off than in others. So are manufacturers. So are all other elements in business. This year of 1928 seems to be one of the better

ones for the farmer, as is indicated, not only by the conditions mentioned above, but by increases in farm land sales and the adjustment of tax delinquencies. For instance, F. H. Klawon, president of the Federal Land Bank of St. Paul, sold twenty-six farms during July in North Dakota, Minnesota, Wisconsin and Michigan. "It is surprising," he says, "how many prospects there are and how many people are interested in buying farm lands."

This year, then, ought to be a good time for advertisers to get the right perspective on this proposition for once and to realize that in what we call rural America there are 40,000,000 customers overlooked and neglected by an unbelievable number of important advertisers. These people have the will to buy and the money to pay. Yet much of the advertising to them is done with the apparent thought that they are like the improvident wage earner who probably would go hungry if his paycheck were a day late!

#### Chicago Business Papers Elect

Kenneth C. Crain, of *Hospital Management*, has been elected president of the Chicago Business Papers Association for the coming year. E. B. Fritz, of *Paper Industry*, is vice-president, M. N. Walworth, of *Concrete*, secretary, and J. Knight Willy, *Hotel Monthly*, treasurer.

In the Chicago Business Editors' Association, Samuel O. Dunn, of *Railway Age*, has been made chairman, with Charles Klauber, of *Music Trade Indicator*, as vice-chairman. R. T. Sanford, of *Class & Industrial Marketing*, is secretary-treasurer.

#### "Western Decorator" to Be Published at Los Angeles

The Keystone Publishing Company, Los Angeles, will publish a new monthly magazine, *Western Decorator*, which will be devoted to the interior decorating, upholstering and allied industries of eleven Western States. The first issue will appear October 15.

#### Appoints Harvey Blodgett Company

The Integrity Trust Company, Philadelphia, has appointed the Harvey Blodgett Company, New York, financial advertising, to direct its advertising account. Newspapers and direct mail will be used.

# The Boston Transcript

## Gains Impressively

**August, 1928  
Total Display**

**23,125 lines**

**GAINED**

With gains in both local and national fields, August swelled still further the Boston Transcript's 1928 lineage gains.

**Year to Date  
Total Display**

**278,342 lines**

**GAINED**

Compare this gain for the eight months with the losses by all the other Boston papers (daily and Sunday included).

*Bear in mind that the Transcript, because of its wide columns, runs only 7 columns to page, thus giving every advantage in statistics to other papers*

The responsiveness of Transcript readers—their buying ability and buying willingness—have caused this remarkable growth. The typographical appearance—the page make-up which gives every advertisement high visibility—the editorial content—give unique effectiveness to the sales message.

## Boston Evening Transcript

*Highest ratio of BUYERS to readers*

*National Advertising Representatives*

**CHARLES H. EDDY CO.**

Boston New York Chicago

**R. J. BIDWELL CO.**

San Francisco Los Angeles

# If a Typographer

TYPOGRAPHY THAT



SETS UP AN IDEAL

MEMBERS OF

## ADVERTISING TYPOGRAPHERS OF AMERICA

National Headquarters, 461 Eighth Avenue, New York

MONTAGUE LEE CO., INC. . . . .	216 East 45th Street, New York
FREDERIC NELSON PHILLIPS, INC. . . . .	314 East 23rd Street, New York
PROGRESSIVE COMPOSITION CO. . . . .	Ninth at Sanson Street, Philadelphia
HELLER-EDWARDS TYPOGRAPHY, INC., . . . . .	250 West 40th Street, New York
EDWIN H. STUART, INC. . . . .	422 First Avenue, Pittsburgh
SUPREME AD SERVICE . . . . .	229 West 28th Street, New York
TRI-ARTS PRINTING CORP. . . . .	27 East 31st Street, New York
TYPGRAPHIC SERVICE CO. OF N. Y., INC., . . . . .	216 East 45th Street, New York
THE TYPGRAPHIC SERVICE CO., . . . . .	75 North New Jersey Street, Indianapolis
TYPGRAPHIC SERVICE CO. . . . .	417 East Pico Street, Los Angeles
KURT H. VOLK, INC. . . . .	215 East 37th Street, New York
WARWICK TYPOGRAPHERS, INC. . . . .	617 North 8th Street, St. Louis
GEORGE WILLENS & CO. . . . .	457 West Fort Street, Detroit
S. WILLENS & CO. . . . .	21 South 11th Street, Philadelphia
THE WOOD CLARKE PRESS . . . . .	75 Broad Street, Boston
WOODROW PRESS, INC. . . . .	225 Varick Street, New York
AD SERVICE CO. . . . .	313 West 37th Street, New York
ADVERTISING AGENCIES' SERVICE CO., . . . . .	216 East 45th Street, New York
ADVERTISING TYPOGRAPHERS, INC. . . . .	231 West 29th Street, New York
THE ADVERTYPE CO., INC. . . . .	345 West 39th Street, New York
ARKIN ADVERTISERS SERVICE . . . . .	422 S. Wabash Avenue, Chicago
ASSOCIATED TYPOGRAPHERS, INC. . . . .	460 West 34th Street, New York
THE BERKELEY PRESS . . . . .	72 Lincoln Street, Boston
BERTSCH & COOPER . . . . .	154 East Erie Street, Chicago
J. M. BUNDSCHO, INC. . . . .	65 East South Water Street, Chicago
E. M. DIAMANT TYPGRAPHIC SERVICE, . . . . .	295 Lexington Avenue, New York
WENDELL W. FISH . . . . .	919 Union League Building, Los Angeles
FROST BROTHERS . . . . .	207 West 25th Street, New York
DAVID GILDEA & CO., INC. . . . .	22 Thames Street, New York
HAYES-LOCHNER . . . . .	106 East Austin Avenue, Chicago
HAROLD A. HOLMES, INC. . . . .	215 North Michigan Avenue, Chicago

...passes this one test  
... he passes all

The test is this—does he belong to the Advertising Typographers of America? If he does, he has signed his name to a code of character and conduct as high-minded as that governing any profession or trade. He is a man of honor, a craftsman and an artist. He has a complete equipment, and a modern establishment, and the true creative gift, and a consciousness of duty toward the customers he serves, and a sense of *noblesse oblige* toward the calling he cherishes.

# How the Servicing Problem on Copeland Refrigerators Was Solved

This Company Has Worked Out an Elaborate Servicing System

By E. Barger

Manager of Service, Copeland Sales Company

"SERVICE" to us means more than correcting troubles in the field, for we have endeavored to anticipate all possible troubles and guard against their development by building our units as nearly trouble-proof as possible.

We sincerely believe that service means doing things that increase the comfort, happiness and convenience of the owner, and seriously apply ourselves to the task of maintaining this ideal at all times.

Of course, the most perfect product improperly installed will not perform in a creditable manner, and therefore installation is a very important factor. Proper installation can only be assured by one who is thoroughly conversant with all phases of construction and installation, both theoretical and practical, and to the end that every representative of this company and its distributing organization may be properly qualified to master all details of mechanical refrigeration, a factory training school is in regular session at all times and is accessible without cost.

The first two days of the course are confined to theoretical and technical phases of refrigeration, this consisting of the study of physics as related to refrigeration and discussions covering measurement of heat, travel of heat by conduction, radiation and convection, etc. In addition, the characteristics of all known refrigerants are studied and the advantages and disadvantages of each are subjected to analysis.

These schools are started promptly at 8.30 a. m. Monday and are concluded the following Saturday noon. This, therefore, leaves three and one-half days for the study of mechanics and the

more practical elements pertaining especially to the Copeland system. Students at all times are under the supervision of an able instructor and are shown every operation of machining and assembling of all parts entering the complete unit. Regular installations are made by the students of various types of household, commercial and multiple systems, and units of complete systems such as condensing units, compressors, expansion valves, controls, etc., must be completely torn down and rebuilt.

At various intervals during the week oral examinations are held and at the conclusion each student must pass a written examination, all papers being checked and properly graded before the student leaves. Those failing to pass an examination are informed of their particular failing and usually remain for special training on the subject they have failed to master.

## NO CHARGE FOR THE COURSE

No charge is made for the course of training, the only expense incurred being transportation and living. The latter is quite reasonable as a result of an arrangement entered into between the management of a nearby hotel and Copeland, all students being boarded at special reduced rates. These particular expenses are paid by the distributor or dealer whom the student represents.

These factory service courses are attended by from five to sixty students at one session, depending considerably upon the time of the year.

A card record is made of every student passing the examination, recording grade, and notes of comment are added covering any particular subject on which the stu-

dent may be above average, and similar notes record any weaknesses. By reviewing these record cards we are able to follow up the factory course with a correspondence course, giving each man the particular assistance and advice he may need.

Because of the rapid advancement of mechanical refrigeration, changes and improvements are being constantly made, and to insure that all Copeland installation and service men are in touch with the latest developments, Service Bulletins are released and forwarded to every distributor and dealer covering each new development. These bulletins outline in complete detail the construction of our refrigerators with full data covering assembly, installation and service.

#### A SIMPLE RECORD SYSTEM

As a means of assuring that every Copeland owner and user will obtain that type of mechanical refrigeration to which we believe them justly entitled, a comprehensive yet simple and concise record system has been evolved. Every unit at the time of installation is completely recorded on an installation record card and a full report made of any subsequent service calls. These cards are then checked at regular intervals and any card indicating that a number of service calls have been necessary is immediately considered as a signal of distress, for here is an owner who is not receiving to the fullest extent the many advantages of mechanical refrigeration. This means that adjustment must be made without delay for the customer must be satisfied. Such installations are promptly subjected to a very thorough inspection and analysis so that the real cause of trouble may be located and corrected.

One card in the system is used to record complete information covering installations such as unit number, compressor number, type of system, type of installation, date of installation, name and address of customer, telephone number of customer and record of unit operation.

Should it be necessary later to service a refrigerator, a standard form sheet is filled out, this being known as "Service Record and Report of Calls." On this is recorded the name and address of customer, date of service call, complete record of trouble and report of adjustments or repairs made, as well as a record of any materials that may have been used and length of time spent on the job. One copy of this report, which is made in duplicate, is attached to the original installation record card and the other copy is sent to the service department of the Copeland factory for analysis and comment.

Every unit when installed has attached an instruction card of interest to the owner. This outlines the procedure to follow in the removing of ice cubes, the defrosting of the cooling tank, the proper placing of foods within the cabinet and the oiling of the electric motor. A detachable return post-card is attached to each instruction card accompanying the unit and its return to the Copeland factory entitles the sender to a copy of our book of "52 Recipes for Frozen Desserts." This return post-card has a place for remarks and where the original installation is not properly made operation would usually prove unsatisfactory within the first twenty-four hours and our theory is that such information would be recorded in the column for "remarks." The fact that but one out of each 1,450 cards returned has any complaint recorded indicates, we believe, that the average installation is properly made and that the units as manufactured are truly in accord with the high standards of quality we are constantly striving to maintain.

Any card recording a complaint is immediately delivered to the service department where it receives my personal attention. Without delay the receipt of the card is acknowledged and advice given as to the action to be taken. A copy of the complaint with letter by the service manager is sent at the same time to the distributor in charge of sales and responsible for service





"The greatest friend of Truth is time;  
her greatest enemy is Prejudice; and  
her constant companion is Humility."

Because The Farm Journal is so success-  
ful, because this success and leadership



extend back over 51 years — too many, we fear, just take us for granted.

While we are proud of our reputation, and are glad so many people know about us — yet the great influence of The Farm Journal is in being accepted as a real member of the family in nearly 1,500,000 farm homes.

This reader interest and friendship are the result of building on truth over a long period of time; fighting prejudice — keeping the spirit of helpfulness in the forefront — meeting success in a humble spirit.

The Farm Journal is a real institution — more powerful and more successful than ever, and we believe that this booklet explaining our "Aims and Purposes" tells why.

*May we send you a copy?*

*1,400,000 Responsive Circulation*

# The NATIONAL Farm Journal

PHILADELPHIA NEW YORK CHICAGO ATLANTA SEATTLE SAN FRANCISCO LOS ANGELES

in the territory from which the card was received. This is then followed up until we receive assurance that the particular unit in question is operating to the owner's satisfaction.

The servicing of these units will become more and more simplified as education advances, not only within the service organizations of the selling representatives, but throughout the world, for at the present time there is a lack of understanding of the fundamental principles of mechanical refrigerating units. The average layman owner considers them very complicated and mysterious, but without cause, for these units are very simple and easily understandable.

Recording instruments are available for all Copeland distributors and dealers, making it possible accurately to check and record temperatures and running time. These records are then available to the owners so that they may definitely know the true condition under which their systems are operating.

Our belief and assumption is that every complaint and criticism of an owner is entirely justified, and that there is an obligation properly to serve that customer regardless of the manner in which this is to be done.

To assist the distributor and dealer properly to figure service cost, a series of flat rate prices has been established and through this owners are assured of maximum service at a minimum of expense.

In the furtherance of education of the service men in the field, we have "moved the mountain to Mohammed" by holding service schools in various sections of the country.

These schools are usually of one week's duration and the curriculum is the same as the regular factory school with but few exceptions. The exceptions might, for example, consist of an occasional school specializing on some one particular phase of refrigeration, such as commercial installations and service only—these usually lasting but three days.

At the conclusion of each ses-

sion the school proceeds to another territory according to pre-arranged schedule. Generally there is but one regular full course school traveling at any one time, but at times we have, in addition, in some other section the "specialized course." These courses or schools, like those at the factory, are without cost—the Copeland Sales Company assuming all expenses.

In planning these schools we first zone various sections of the country and so arrange the itinerary that the greatest good may be accomplished. Distributors and dealers are communicated with and reservations sent to the factory service department so that we may know in advance the approximate attendance. These arrangements are all made about six weeks before the actual date of the school. After final plans have been made and dates established, additional letters are sent out about every two weeks to every dealer within the territory, outlining certain features of the course and impressing upon them the many advantages to be derived as a result of a complete understanding of the product. Then two or three days before the starting date telegrams are sent to all, again reminding them of the date and they are informed that we anticipate their attendance.

Having amply provided for service in the elementary stages of production, and having at our command a corps of trained mechanical refrigeration experts, we are assured against undue troubles in the field. Consequently we have no real service problems in the field and this, to a large extent, is accountable for such success as Copeland has achieved.

### Northwestern Photo-Engravers Elect

Wedd Harrison, Seattle, was elected president of the Northwestern Photo-Engravers' Association at its recent annual convention held at Portland, Ore. Harry Kent, Vancouver, B. C., was elected first vice-president and C. F. Freilinger, Portland, was re-elected secretary-treasurer. E. J. Schon, Portland, and H. C. Camobell, Seattle, were made members of the executive committee. Vancouver was selected as the convention city for 1929.

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—that's what makes advertising effective; and that's what happens to your message directed to Portland men when it appears in the Journal.

The three hours difference between Portland and Eastern time (four hours, when the Eastern daylight-saving plan is in effect) allows the Journal to print today's news TODAY!

Sports, stocks and bonds reports, national and international news, is carried into 3 out of 4 Portland homes, *the day it all happens!* Your advertising in the Journal is carried in the paper that receives this intense reader interest.



# The JOURNAL

## Portland-Oregon

REYNOLDS-FITZGERALD, Inc. . . . Special Representatives  
 NEW YORK—2 West 45th St. CHICAGO—203 North Wabash Ave.  
 PHILADELPHIA—1524 Chestnut St.  
 SAN FRANCISCO—58 Sutter St. LOS ANGELES—117 West Ninth St.  
 SEATTLE—H. R. Ferriss, 3322 White Bldg.

(The Journal maintains an efficient Merchandising Service Bureau, at your disposal for surveys, charts, data, etc.)

# 90% of the f

**IF THEY LOST THEIR PRESENT SALES TO THE STREET CAR RIDERS, do you believe the New York Times, or the Philadelphia Bulletin, or the Chicago Tribune, or the Boston Post, or the Los Angeles Times, or the San Francisco Examiner, or the Pittsburgh Press, or the St. Louis Globe-Democrat, or any of the leading newspapers of any large city would hold 10% of their CITY circulations?**

**IF THEY LOST THEIR PRESENT SALES TO THE STREET CAR RIDERS, do you believe the Ladies' Home Journal, or the Pictorial Review, or the Saturday Evening Post, or the American Magazine, or Cosmopolitan, or any other monthly or weekly publication, with popular appeal, would hold 10% of their circulations in the CITIES?**

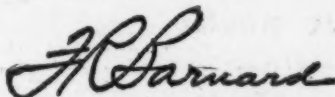
# Life of Trade

IF THEY LOST THEIR PRESENT SALES TO THE STREET CAR RIDERS, what percentage of their total volume IN THE CITIES, do you believe would be LOST by the Nationally advertised products listed below, which are named only as examples—

?

<i>Arrow Collars</i> .....	%
<i>Bayer's Aspirin</i> .....	%
<i>Beech-Nut Fruit Drops</i> .....	%
<i>Borden's Evaporated Milk</i> .....	%
<i>Campbell's Soup</i> .....	%
<i>Coca Cola</i> .....	%
<i>Del Monte Canned Fruits</i> .....	%
<i>Goodyear Rubber Heels</i> .....	%
<i>Heinz Baked Beans</i> .....	%
<i>Ivory Soap</i> .....	%
<i>Jello</i> .....	%
<i>Lucky Strike Cigarettes</i> .....	%
<i>Lux</i> .....	%
<i>Maxwell House Coffee</i> .....	%
<i>Post Toasties</i> .....	%
<i>Smith Brothers Cough Drops</i> ...	%
<i>Sun-Maid Raisins</i> .....	%
<i>Uneeda Biscuits</i> .....	%
<i>Victor Records</i> .....	%
<i>Wrigley's Gum</i> .....	%

For products of popular appeal, there is no material difference in the QUALITY of newspaper, magazine and Street Car Advertising, but STREET CAR ADVERTISING IS VERY MUCH THE LOWEST IN COST.



National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.



## The Test!

Though a proposition may lack considerable merit high-pressure salesmanship, cleverness or commanding personality can put over an initial contract. But to obtain a repeat order is another thing—and the test of real merit.

Some months ago a large manufacturer of paints and allied products engaged us to build a booklet. It was one of those blood-sweating jobs, but we had our reward in the reception accorded the booklet in the paint trade, and in a resulting contract to plan an extensive follow-up.

Our booklet stood the test—it had the merit that *you* demand for *your* direct-mail advertising, and which we can inject if it is now lacking.

*Isaac Goldmann Company*

ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.  
NEW YORK, N.Y.

TELEPHONE  
WORTH 9430









# A Letter to a Salesman Who Objected to Straight Commission

He Was a Family Man and Felt That He Had to Be Certain of a Definite Income Each Month

A DISTRICT representative of an insurance company recently wrote the general agent for his district that he was resigning, because the income in the insurance business was too uncertain. He was a family man and said that he must be certain of a definite income each month to meet his current expenses. He was going to take a job that carried with it a regular salary on which he could budget his income.

The general agent knew that this man had many good qualities and several weaknesses, and he replied at length. His letter, in part, read as follows:

\* \* \*

First of all, let me say, Jamison, that I fully agree with you when you say that you owe it to your family to be assured of a regular income. Your obligation to your family is your first and biggest, and I realize that you cannot ask them to do without the present necessities of life for a possible future income.

And yet, you also owe it to your family to provide them with all the comforts of life that you can furnish them, instead of only the bare necessities. I doubt very much that the position that you are considering will enable you to do so. You and I know that any concern can spend only a certain percentage of its income for sales expenses, whether the concern operates on a salary basis or a commission basis. If it pays regular salaries, these salaries must be based on an average, determined by the normal amount of business expected from each salesman.

Every sales organization has its share of good producers, its share of fair producers, and its share of total failures. These failures usually do not stay on the pay-roll very long but while they are on that pay-roll, they cost the firm just as much in actual money as the

producers, and usually more in time and overhead. The sales management must take these failures into consideration in figuring the compensation of its entire sales organization. The basis of compensation is so adjusted that the entire selling cost of the organization, the failures included, will not be prohibitive, and in effect, therefore, the producer pays the loss sustained on the non-producer. On a commission proposition, this is not necessary, as the organization can afford to pay every man exactly what he earns.

And, when you analyze it fully, there really is no greater degree of safety, of assurance of income, on a salaried proposition. You must produce in order to earn your salary; if you do not, your salary will not continue very long. In other words, if you do produce on the proposition you are considering, you continue to draw your salary, but you will lose part of what you will ever earn on it because your salary is of necessity based on a smaller percentage of your profit to the concern.

No matter how valuable you may make yourself to your concern, you will always carry your share of the expenses of the drones—the non-producers—on the sales staff. If you do not produce, you have gained only a temporary salary. The amount you can lose is far more than you can gain.

I have no doubt whatsoever that you will produce on the job you are considering. You will produce largely because you are paid a salary, and you will not be satisfied unless you earn all that you are paid, and perhaps a little bit more. However, even more important, you will have supervision, someone to see that you do produce if it is possible for you to do so. You will be inside where there is someone to watch all of your work, possibly outline it for you,

and to see that you use all of your time to good advantage. You will no longer be your own boss; you will have the experience of being bossed by someone else, and having this boss will probably enable you to make a success of your proposition.

After all, we are so constituted that we need someone to boss us. Somehow or other, we do not seem to work at our very best unless we have a driver. On your contemplated job, you will work eight hours a day, and they will be eight hours of real work. For these eight hours a day, you will receive a salary in the neighborhood of \$2,500—maybe it will be \$3,000. I have been in the insurance business for some twenty years, and I have seen insurance salesmen of all types, working in all kinds of communities, under all conditions, against all kinds of competition, and I am absolutely convinced that there is not an insurance man anywhere, a man who really knows how to sell insurance, who puts in eight hours of actual work a day, the kind of intelligent work that he would have to put in in an office, who is making less than \$10,000 a year on new business alone.

#### NEEDS A BOSS

I think what you need in your present job is a boss—a boss who will see that you have a definite working plan, and that you follow this plan. That boss can be yourself, as well as anyone else.

Just try this plan for six weeks. Appoint yourself as your own boss, and then see that you live up to the following rules and regulations:

1. Work at least eight hours a day, every working day in the year. Whenever you put in more than this, you will be paid overtime—you are your own paymaster.

2. Have a definite schedule of work made out for every day. Know exactly on whom you want to call that day. If you get through with your scheduled calls before the time you have allotted to yourself, or if there is some prospect you cannot see so that

your day is cut short, put in the balance of the day on straight canvass work. On the other hand, if you do not finish all of your calls, try to work a little longer and get them in if possible. Do not allow anything to interfere with either the carrying out of your schedule of work, or with working a full eight hours per day. Do all of this planning in the early morning or evening, not during time that should be devoted to seeing prospects. Be out of your office, with your schedule made up, not later than 9.00 o'clock and do not return to it until 5.00 or after, except for appointments with prospects. Make your schedule cover the whole day, so that you will not have to stop at one prospect's place of business to determine where to go next.

3. Do not allow anyone, no matter how good a friend he may be, to take any of your soliciting time for personal visits. This would not be tolerated in a business office, and there is no reason why you should tolerate it. Put a definite value on your time. If you consider your time worth \$18 a day and you can put in three hours of your eight-hour day in actually seeing prospects, the value of your time is \$6 per prospect-seeing hour; \$6 an hour is 10 cents a minute, and if you allow a friend of yours to waste twenty minutes of your prospect-seeing time, he has in effect taken \$2 out of your pocket. These dollars, one or two at a time, amount to a considerable sum by the end of the year.

4. Do not visit with your prospect after the sales interview, whether or not you sell him.

5. Do not call on any prospect eight or ten times, except in very unusual cases. Even if you finally do sell him, you have lost money because of the other prospects you should have seen during the time that you spent with this man. Only 13 per cent of all business is written after the third call, and this 13 per cent is too expensive to obtain on account of the time spent on it.

6. Plan to make at least four

# A Space Buyer Exercises His "Sixth Sense"

By R. F. R. HUNTSMAN

President, R. F. R. Huntsman, Inc.

James Wright Brown tabulates in the August 18th issue of "The Editor and Publisher" the 915 cities in the country in which but one newspaper is published.

During the past year, owing to amalgamations and mergers of newspaper properties, an advertiser is enabled to cover with a single newspaper a larger number of cities than ever before.

Two facts stand out very clearly to acute advertisers in this connection.

One is that the newspaper which alone serves a great city must be a good newspaper. If it were not it no longer would be the only one.

The other fact is that the cost of covering a city with one newspaper is necessarily much less than when two newspapers must be used.

It follows naturally that "one newspaper cities" are becoming more and more popular with advertisers who see to it that every penny in the advertising dollar is an atom of energy well placed.

Talking over this phase of the selections of markets and mediums, the other day, I asked a big space-buyer why he was not going into the "Sixth

Largest City" which had but one newspaper.

He answered: "*The Sixth Largest City*" has more than one newspaper."

"Well," I replied, "a rose by another name would smell as sweet. What is a city, anyway?"

"In Greater New York we have 'The Bronx' which is a whole County in itself, a vibrant community in itself, a city in itself, made up of a million people who make it in size and in local character the sixth largest CITY in the United States—except that by being a part of Greater New York its population perforce become citizens of New York City."

"But Manhattan is Manhattan, and Brooklyn is Brooklyn, and The Bronx is The Bronx as surely as East is East and West is West."

"The people of 'The Bronx' demand the news of 'The Bronx,' first, last and all the time, just as the people of Newark demand the news of Newark, and Detroit people demand Detroit news."

"You cannot satisfy a million people with news concerning another million people. They want the news about their own community—they must have it.

"And there is where 'The Home News' of The Bronx comes in.

"Here is the 'Sixth City' in the country—'The Bronx.' And here is the one newspaper—the only newspaper—published in this 'Sixth City,' 'The Home News,' of the Bronx, with a circulation at present of nearly a hundred thousand daily and over a hundred thousand Sundays.

"It is an A. B. C. newspaper and it delivers the goods, and that, primarily, is what you want—a newspaper which sells your merchandise. That's what you expect a newspaper to do when you are paying the bill.

"Don't take my word for it, but satisfy yourself that 'The Home News' brings customers immediately.

"Instruct your own salesman to ask the Bronx storekeepers what they think of this newspaper. Ask these storekeepers if they read this newspaper themselves, and if it is read in their own homes by their wives and children.

"I will promise that 90% or more will answer 'yes.'

"I'd like to tell you more about it," I said to this space-buyer, "if you wish me to do so."

"You don't have to," he replied. "I guess I now have my 'sixth sense' about the 'SIXTH CITY' in the 'ONE NEWSPAPER' FIELD."

**R. G. R. Huntziman, Inc.**  
Woolworth Tower,  
New York City.

complete solicitations to new prospects daily. These must be made to prospects to whom you have never before given a sales talk. They should be made in addition to your call backs and appointments for future interviews. Also, they must be talks about specific policies; regular efforts to close business; merely talking about insurance in general will not be enough.

Just follow this plan for six weeks. The amount you have to gain is worth it. If you then decide to change, you will still be able to get your \$2,500 a year job or another paying as much. But remember—you are both the boss and the worker. Do not forget the bossing part of your job; supervise your work, and be sure that, as a worker, you do exactly as the boss tells you.

\* \* \*

Three weeks later the general agent received this letter from the representative:

"I won't need the other three weeks to decide. I thought I was working before. In fact, I was putting in just as much effort as though I were really working, but I did not know how to work. I think I'll stick to straight commission."

#### Gardner Agency Appointed by Correct Style Committee

The Gardner Advertising Company, St. Louis, has been appointed advertising counsel by the National Committee on Correct Style of the Millinery Association of America. Gravure advertising and women's style magazines will be used.

#### Hardware Specialty Account to Low, Graham & Wallis

The Casement Hardware Company, Chicago, manufacturer of specialty casement hardware, has appointed Low, Graham & Wallis, advertising agency of that city, to direct its advertising account. Magazines and business papers will be used.

#### Joins Primrose House

C. F. Holliday, recently with Denney & Denney, Philadelphia, has joined the sales staff of Primrose House, New York, perfumes and cosmetics. He will cover the Southern territory.



**Oscar Wells**  
of  
**Birmingham,**  
**Alabama**

President . . . . First National Bank, Birmingham, Ala.  
Vice-President . Birmingham Fire Insurance Company  
Director . . . . . Woodward Iron Company  
Director . . . Southeastern Power and Light Company  
Director . . . . . Federal Reserve Bank of Atlanta,  
Birmingham Branch  
Ex-President . . . . . American Bankers Association

**editorial influence**  
**with men of**  
**influence**

**AMERICAN BANKERS**  
*Association*  
**JOURNAL**

110 East 42d Street

CHICAGO

LOS ANGELES

New York City

**(26,309 net paid A. B. C. reaching 9/10)**  
**(of the Banking Capital of America)**



# The Bogie and the

*If your catalogs could scream for mercy,  
here's where you'd hear them*

**T**HE twine in the picture is used in the post office to bundle mail for common routes and destinations. It is strong, sharp twine—and is applied with fast-working, ungentle hands.

All that's between it and your mailing piece is the envelope. If that envelope doesn't stand the gaff, then your mailing is out of luck.

The Improved Columbian Envelope stands up under the

jolts and bumps that the bogie bundle gets when it is hurled into sorting-bins and tossed into mail-sacks. Its tough, strong paper protects your catalog or booklet from the drive of that harsh twine that cuts through frail paper.

*Which envelope color  
is best—and why?*

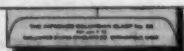
If there's to be a picture, design or type message on your enve-





*The clasp of this envelope doesn't break off. It lines up exactly with the flap punch—every time.*

*The seams are glued to stick. The name and size number always appear on the lower flap.*



# e Bundle ne Ball of Twine

lopes, you'll want to pick an envelope color that won't interfere with the effect of the printing ink. The quiet buff of the Improved Columbian Clasp Envelope is easy to print over. Your printer won't need to strike each color over twice.

Your printer or stationer can supply Improved Columbian Clasps in the size you need with-

out the delay and high cost of making to order. His paper merchant carries a range of 32 stock sizes right in stock. The name and size number are always printed across lower flap of the genuine.

UNITED STATES  
ENVELOPE COMPANY  
*The world's largest manufacturers of envelopes*  
SPRINGFIELD, MASSACHUSETTS  
*With thirteen manufacturing divisions covering the country*

*Improved*  
COLUMBIAN CLASP ENVELOPES

IN PENNSYLVANIA and southwestern New York more than 125,000 small-town families look forward every week to their Pennsylvania Edition of GRIT.

Most of them read no other periodical.

Why should they? In GRIT they find all the current news of the world—general, political, and sporting; newspaper features; magazine features; comics and cartoons; serials; short stories and best of all—column after column of local Pennsylvania news from their own section of the state. Reading time—one week.

These 125,000 families form the largest single group of small-town readers in Pennsylvania covered by one publication. Furthermore, they're a prosperous group. Rank high in all the indices of material wealth and buying power.

There it is—an important market with money in its pockets, effectively reached by only one publication. Advertising rate, sixty cents per line.

#### THE PENNSYLVANIA EDITION OF



Established 1882

Member A. B. C.

Advertising Representatives

— THE JOHN BUDD COMPANY

NEW YORK

ST. LOUIS

DALLAS

LOS ANGELES

CHICAGO

ATLANTA

SAN FRANCISCO

PORTLAND

# The Decorative Inspiration in Modern Illustrations

Compositions Which Turn to Ornate Forms for Novelty and Originality of Setting

By W. Livingston Larned

**F**IGURE compositions are not absolutely essential to the success of an advertising layout plan running continuously for a protracted period. Indeed, during recent months, it has become increasingly obvious that some of the most effective and distinctive serials are founded on decorative motifs exclusively, with few if any figures in evidence.

Such layout ideas are often a relief from the mass of heavily illustrated campaigns, where the human figure and "must" action is a paramount concern. Decoration, wisely guided, has always held a great appeal to the eye. For Nature herself has an interesting way of presenting her own compositions along decorative lines. There are patterns of hill and vale which are indescribably charming.

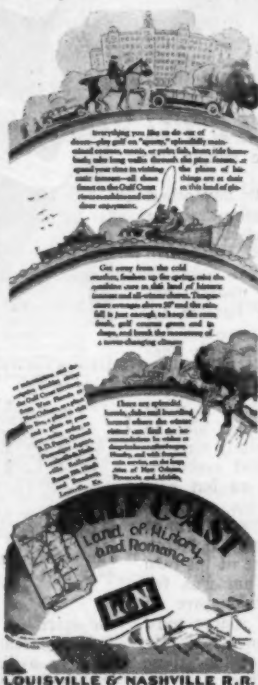
The artist of the olden days was firmly convinced that decoration must, of necessity, be formal and of a definite pattern. Balance was always a prime essential. By repeating a certain motif, over and over again, in the one design, he summed up his achievement. The more modern idea is to abandon this formality and to build decorative themes haphazardly, depending upon eccentricity of layout.

They are neither stiff nor arbitrary as to decoration, and there is a touch of the modernistic in the abandonment of form. Sometimes the artist achieves effects which startle the eye because they are so outlandish.

A series of drawings in this school for Helbros watches was particularly odd. In a characteristic layout, four mortises held four replicas of the merchandise and were built up on a series of planes of black and gray to the point where they seemed to be decorative skyscrapers in sharp perspective, their bases tapering off to nothing.

The eye, in obedience to a definite law, stepped down each plane of gray and black, and the distance from the mortises to the background might have been a mile, if the sharp perspective was to be taken literally. There has been nothing quite like this series before and it was decidedly more daring and compelling than would have been a figure study.

All of the half pages in magazines of the Louisville & Nashville Railroad for the Gulf Coast are decorative to the core, and each composition is a clever example of the illustration reduced to terms of the ornate. Thus, in one half-page space, a series of circles splits



A SERIES OF ARCS ANIMATES THIS HALF-PAGE ADVERTISEMENT

the advertisement into five parts. Atop each curved pen line there are miniature action scenes, while the type set-up is made to conform to the same circular shape. The eye dances at first glance and the entire space is animate with alluring composition movement, difficult to describe in words.

Small space displays for Ivory soap, two columns in magazine width, by from four to five inches in depth, are decorative to a degree, no figures being used. Rippling lines to suggest water cover more than half the total space.

A projecting hand, dropping a cake of soap into these formal waves, or the kind of soap which will not float, in bottom position with bubbles rising from it, are sufficient to provide the necessary touch of life. The best of the decorative layouts are simple, by the way.

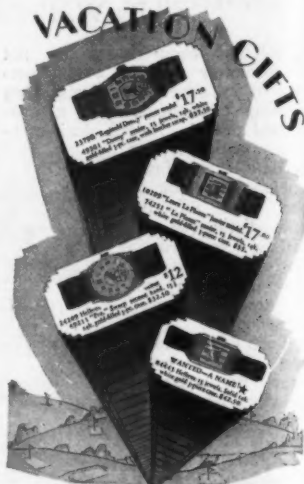
One thing, more than any other, has helped the decorative designer originate a distinct school of advertising art of his own, segregated from all other styles of composition and of subject matter—improved and far more flexible typography.

The designer has been sadly handicapped by rules which were arbitrarily adhered to regarding the manner of setting type. It must go straight across, from side to side and it must be primly circumspect in its shapes and contours. He could, therefore, go but half way in plotting out his compositions and it was always uppermost in his mind that he must not consider typography as one of his own working elements. That was for the typographer to take care of and certain restricted spaces must be left open for the message. He could not transgress upon these areas.

Now, however, all that has changed. The decorative designer looks upon typography as one of his valuable mediums. It is flexible. He may create a certain pattern or form or physical plotting of his space, and type will play an active part in completing the effect. With a pencil, he designates where the type shall go, and the typographer follows instructions, even

when it means text set on a slant, or wedge shape, or on a curve. Nothing is impossible in this field.

Decorative layouts depend upon novelty of form. Each individual part, from type to border, headlines and all the rest, enters into



**Wrist Watch**—the one hand worth wearing out of doors  
A—Helbros, the synonym for time-keeping, waterproofness  
and one beauty of design! In buying a wrist watch ask your  
jeweler for the watch with the patented, extra-long-link rubber  
cavaliers—Helbros.

**★ THIS WATCH FREE**

One of these Helbros Watches will be given FREE to the first person who will  
send in a coupon for a watch. In each city, day and night, ask your  
jeweler for the watch with the patented, extra-long-link rubber  
cavaliers—Helbros.

Helbros Watch Co., Inc., 24, of West 4th St., New York

**HELBROS**  
AMERICA'S MOST TALKED-ABOUT WATCH

I desire the following watch:  
MY NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

THE DECORATIVE SKYSCRAPER EFFECT NOT  
ONLY ATTRACTS THE EYES OF THE READER  
BUT HOLDS THEM

the spirit of a preconceived motif.

If the feature of a composition is to be a diamond shape, occupying the entire space, and the picture is but a part of this shape, then the typography continues it successfully. If sweeping lines, as in the Gulf Coast design, constitute the moving spirit of the space, the illustrations and the type combine to produce the result. There is no more conflict, no battle with type, with the artist always losing, because of pet prejudices and traditions.



## WOODS LURE

One great factor of woods lure is the calm but ceaseless change in which the realm of nature evolves. The turning of the seasons, the prismatic pattern of the leaves, the scattering and forming of the clouds, the very process of erosion: these and like manifestations of omnipotence and eternity call for the spirit of man to respond.

Nowhere else is there equal sublimity or greater devotion than in the woods. And because **FOREST AND STREAM** contains much of interest to the hunter, the angler, the explorer, the nature lover, one hundred thousand outdoorsmen read every issue.

**FOREST AND STREAM**  
80 LAFAYETTE ST. NEW YORK CITY

*Wm. Clayton*

Publisher

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago  
On the Coast: Hallett Cole, 1459 N. Catalina Ave., Pasadena

We have seen many examples of the fact that an all-type composition can be at once decorative and illustrative, according to the inspiration which has gone into the original layout by a man who is in complete sympathy with the scheme.

An all-photographic arrangement can likewise fall into decorative lines, based on the skill which has been exercised in cutting and making such prints into a wonderful mosaic.

Artists go to the Metropolitan Museum of Art for this inspiration. They may find, in a rare old rug or a piece of ancient Egyptian pottery, the basic scheme for a novel layout never thought of before. Figures are not missed. The layout is quite interesting enough in itself.

How gratifying it is to see that more attention is being paid to the possibilities of decorative composition. Where once advertisers were content to put a picture and some type into the prescribed space, now the artist starts with a grim determination to "pattern" his space and to give it that initial flash of grace and beauty and balance.

The most ordinary and obvious subjects can be turned to important decorative account.

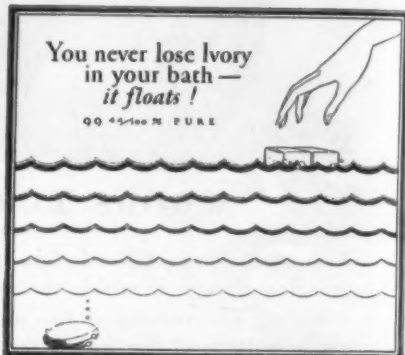
Thus, a magazine series for Guide Tilt Ray headlamps for automobiles transformed little motor cars and flashes of light to decorative account. The flashes and paths of brilliance became parts of an elaborate pattern.

By starting with odd black shapes struck across pages, the two units of cars and lights were so placed that they formed interesting, even beautiful, designs. This story of a long light range and a short one was woven into every illustration, decoratively. It has been one of the outstanding campaigns of the year, and without figures has been nevertheless heavily charged with animation.

Light is action in one of its most important forms.

How, you will ask, does an artist arrive at these unusual decorative compositions? Is there any rule that can be given which he may safely follow?

The modern idea is one of complete freedom. I have watched a professional visualizer at work; a man who specializes in the deco-




THIS SMALL SPACE DISPLAY IS DECORATIVE — YET CHARACTERIZED BY ITS SIMPLICITY

orative. He spends hours penciling out shapes and forms within the space limitations, without regard to the "must" material which is to be incorporated later. He demands, before anything else, to arrive at strikingly new designs. And his pencil finally hits upon them, often by sheer accident.

After he has gained this objective he makes his type and illustrative matter fit into the mosaic of his prescribed pattern. But the pattern is his first, vital objective. The rest is easy.

I have seen an ugly, clumsy piece of machinery so deftly woven into a decorative motif that it seemed pictorially beautiful, and this is one of the high spots of an interesting illustrative school.

Too many advertisers are of the opinion that figures are absolutely essential to the building of an advertisement which will command universal attention. They do not seem to appreciate that the decorative has always won consideration



# 35.9%

represents the increase in commercial advertising lineage carried in *The Dairy Farmer* during the first six months of 1928.

More and more advertisers are realizing that a dairy farmer is a manufacturer of dairy products, who also raises his own raw materials.

Over a quarter of a million such families constitute quite a profitable market for you.

Reach them through their favorite publication.

## THE DAIRY FARMER

*One of the Meredith Publications*

**FIVE****THE DAILY FARMER**

One of the leading newspapers of the South



# FACTS

- 1 During 1927 The Pittsburgh Press led all other evening and Sunday newspapers in the United States in national radio advertising lineage.
- 2 From August 1st, last year, to May, this year, The Pittsburgh Press carried more radio lineage than both other Pittsburgh papers combined.
- 3 So thoroughly does The Pittsburgh Press dominate the radio advertising situation that 48 national radio accounts were carried *exclusively* in its columns last year.
- 4 Any newspaper that sells radios and radio supplies as The Pittsburgh Press sells them, will sell any other merchandise just as readily—and just as economically.
- 5 Leadership in lineage, in classifications other than radio, proves that.

*Ask Your Advertising Agency*

## The Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER  
MEMBER AUDIT BUREAU OF CIRCULATIONS AND MEMBER OF THE UNITED PRESS

National Advertising Departments:

360 Park Avenue, New York City - Chicago - Philadelphia - Detroit - Cleveland  
Los Angeles - San Francisco - Atlanta - Seattle - Portland





## Undisputed Leadership

*A 10 Year Record in Local Advertising*

### 6.8% Duplication

Between the Journal and Transcript. Unique among "Combinations" and an unusual coverage in the Peoria Market.

The claim to leadership of the Peoria Journal-Transcript is based upon carrying the bulk of the advertising lineage year after year. The Journal alone carries more local advertising than the second evening paper. This is significant, when you consider that the merchants pay more for it. But RESULTS DO COUNT.

## PEORIA JOURNAL-TRANSCRIPT

PEORIA, ILLINOIS

*Member of the 100,000 Group of American Cities*

---

**LARGEST UNIT OF UNDUPLICATED COVERAGE**

---

Chas. H. Eddy Co.  
Nat'l. Representatives

Chicago  
New York Boston

---

and that much of life itself is a natural pattern.

By giving form and pattern and design to layouts, the advertiser in industrial journals has at last given his campaigns greater artistic charm.

A dozen drills or a scattered mass of lathes from photographs are so skilfully composed that their pattern makes the eye respond joyously. It's all in the manner of their arrangement and the compelling character of the first pencil layout.

The ugliest subject matter can be woven into pleasing illustrations, along with their typography, when both are shrewdly and professionally plotted out. Everyone knows what happens to the four bare walls, ceiling and floor of a room when decorated by varying degrees of professional talent.

One arrangement may be hideous and an affront to the eye, while exactly the same furnishings, differently composed, will bring about a room of great artistic merit. It is the same way with the four walls of an advertisement and the "furnishings" which must be placed in it. One scheme will fail utterly to attract while the next will bring a full measure of artistry and composition balance. It would be better, I fancy, if more advertisers were willing to think of their advertising space from this viewpoint and to make a similar comparison. The parallel is apt.

Numerous displays, in page or half page or the units thereof manage to command the reader's immediate respect and eye-appeal without the use of figures, action or customary drama. And they do it by force of expert decoration, as type and ornament and pictures of products fall into beautiful, graceful shapes.

Some campaigns do not call for figure work. Such action would be unnecessary and irrelevant. Concentration is needed on copy

and a picture of the product. It is in such cases that the decorative designer is most needed and his art comes in handy. With quite simple materials he weaves a tapestry of visual interest. He asks only that no hard and fast

*The LONG and SHORT of modern Head Lighting*

A long range beam for the open road—ideal for city driving and parking. That is the long and short of modern headlighting. If your motor vehicles are Tilt Ray equipped, you can be sure that you have the most efficient lighting system obtainable—and, by far, the most economical. The Guide Tilt Ray Lamp Manufacturing Company, Cleveland, Ohio.

**Guide**  
TILT RAY  
HEAD LAMPS

THERE IS PLENTY OF ANIMATION IN THIS ADVERTISEMENT ALTHOUGH NO FIGURES ARE USED

rules be put down as regards how he shall "play" with typography and the rendering of the product.

One of the most charming layouts I have ever seen was accomplished by taking a photograph of a lathe and duplicating it many times over, until it formed a pattern against a gray background. The mortise was set in the very center of this very unique composition.

There are patterns, in fact, in all life and the views which surround us. Nature is the most skilful artist of all in arriving at their perfection. She takes homely subjects, as like as not, to arrive at such results. The advertiser has the same perspective if he but takes advantage of it, the same possibilities.

# Commerce Department Suggests New Export Sales Plan

The Scheme Involves Co-operative Selling Abroad, but without Any Need for Organizing under the Webb-Pomerene Act

VERY likely, a number of companies in this country which have never gone after export markets—at least in a determined way—have passed up this profitable business because they could not work out an economical selling plan. The companies referred to are those which are convinced that the export market, although attractive, does not offer sufficiently large possibilities to make it economically practical to employ an exclusive foreign traveling representative.

Of course there is nothing to prevent these firms from tying up with a free-lance salesman handling non-competitive lines. Many manufacturers follow this procedure and beyond doubt most of them are quite thoroughly satisfied. However, these other producers, who have stayed out of export markets, have refrained from using free-lance salesmen, among other reasons because they feel that these representatives are not amenable to the sort of control which the manufacturer is accustomed, in domestic markets, to exercise over his sales force.

This objection to the part-time salesman covering foreign territory, as well as other objections which are easily thought of, are rather effectively disposed of in a plan recently advanced by the Textile Division of the Department of Commerce. In brief, this plan involves export selling through a group of manufacturers of non-competitive lines who would employ one or more salesmen and share in the benefits and expenses of these travelers. Because the plan is being pushed by the Textile Division, its adoption is being suggested to manufacturers of clothing, haberdashery, and kindred lines. However, if the scheme is economically sound and practicable,

there is no reason why it could not be employed with profit by manufacturers in other fields.

As actually applied, the plan calls for three, four or five manufacturers of related but non-competing merchandise, to employ one or more salesmen to cover export markets. These salesmen would work exclusively for the group of manufacturers who hired them. The salary and expenses of the traveling representatives would be divided among the members of the group in accordance with some prearranged scheme which would allow for the varying amount of time and expense required in selling the different lines.

It will be observed that the big difference between this plan and that of using free-lance salesmen is that the manufacturers retain complete control over the men they employ. Thus, the plan avoids the principal objection to the free-lance representative. Also, inasmuch as only non-competing and related lines would be handled by these men, the manufacturers would receive vastly more efficient representation than is possible where this condition does not exist.

## ANOTHER ADVANTAGE

Still another advantage of the plan is that although it combines certain advantages of co-operative selling abroad, it does not carry with it the necessity to organize under the Webb-Pomerene Act or to take any legal steps except those routine steps required to complete the formal agreement between members of the group. The plan does not contemplate any pooling or mergers. All accounts with buyers or local agents abroad would be handled separately by the respective companies.

The Textile Division announces that it is already in touch with a large and well-established hosiery

# FIRST!

## In Memphis!

### In 1928, As in 1927, the Swing to the Press-Scimitar Continues

The Press-Scimitar's total advertising volume for the first six months of 1928 exceeds that of Memphis' second newspaper (M) by 394,667 lines, the third newspaper (E) by 1,333,843 lines.

The Press-Scimitar **ALONE** showed a gain in total advertising for this period—an **INCREASE** of 463,727 lines, while the second paper showed a **LOSS** of 151,305 lines, and the third paper a **LOSS** of 16,782 lines.

The Press-Scimitar published more local display than the second paper by 36.9%, than the third paper by 108.6%. **AMPLE PROOF** of the added **SELLING FORCE** of Press-Scimitar's **LEAD** by many thousands in City and Suburban circulation—the richest area in the Memphis trade market.

#### The Press-Scimitar **LED** in the following standard classifications of advertising:

(Six-day figures furnished by Lake-Dunham-Spiro Agency for all Memphis newspapers.)

**LOCAL**—Department Store, Amusement, Automobile Accessories, Building Material, Drugs and Toilet Accessories, Financial and Bank, Furniture, Jewelry and Optical, Men's Wear, Musical, Shoes, Women's Wear and total local display.

**NATIONAL**—Automobile Accessories, Building Material, Drugs and Toilet Accessories, Foods, Beverages and Confections, Medical, Tobacco and total advertising volume.

### Total Paid Circulation

## 93,710

# MEMPHIS PRESS-SCIMITAR

*A Scripps-Howard Newspaper*

Scripps-Howard Newspapers—National Advertising Department  
250 Park Ave., New York; 200 S. Broad St., Philadelphia;  
400 N. Michigan Ave., Chicago; Detroit, Atlanta, San  
Francisco, Los Angeles, Portland, Seattle, Dallas



manufacturing firm, selling its product throughout the world, which desires to join several other manufacturers in non-competitive clothing lines in sharing the benefits and expenses of one or more traveling representatives. The division will be pleased to receive inquiries from interested manufacturers, furnish further information, and place inquirers in contact with others who are interested. The plan has received the approval of several experienced export managers.

### Industrial Advertisers Appeal for Funds

**D**EFINITE steps have been taken by the National Industrial Advertisers' Association to put the program of research and co-operative work, adopted at the St. Louis meeting of the association last June, "into production." Following many committee meetings, at which the entire plan has been put on a definite, detailed basis, Allan Brown of the Bakelite Corporation, chairman of the finance committee, has issued a broadcast appeal for funds to insure the success of the work.

"We also have a platform," says Mr. Brown's appeal, which has been sent to all members of the association. "The planks of our platform are just as important to you as industrial advertisers, as the national issues are to you as citizens. Some of our objectives for the coming year are—

"A quantitative and qualitative analysis of business papers; case studies of industrial advertising failures and successes; a national census of distribution of industries' purchases; an efficient accounting system for the advertising department.

"There has long been an urgent demand for a Bureau of Information on Industrial Advertising and Marketing. You now have the opportunity to make this bureau a reality.

"In order to carry out immediately the research work proposed

at the St. Louis conference we must have your financial support. If we fail to do this you need but look into the nearest mirror to find the cause. The cost of carrying on this work will be approximately \$10,000. If each member will subscribe one-quarter of 1 per cent of his annual advertising expenditure we can raise the money."

Mr. Brown, when asked if the association would reject contributions from non-members who might, in view of the possible great value to business and industry generally of the association's program, wish to help, said that assistance would be welcome from any friendly source, but that it was hoped that the program and its value would inspire those eligible and interested to become members of the association and contribute not only money, but a little of their own time and interest, and valuable information they might possess, to the common benefit.

### Three Washington Apple Centers Plan Fall Campaign

Apple growers of three apple centers of the State of Washington have pledged, together with shippers, a minimum of \$50,000 for an advertising campaign to be conducted this fall. These centers, which include the Yakima, North Central and Walla Walla districts have appointed The Izzard Company, Seattle advertising agency, to direct the campaign. Newspapers will be used in apple consuming sections where distribution has been gained.

### Death of John Hart, Jr.

John Hart, Jr., in charge of the advertising of the gravure section of the Richmond, Va., *Times-Dispatch*, died at that city recently. He previously had been with the advertising department of the Richmond *News Leader* and in advertising agency work. He was twenty-eight years old.

### Simmons Bed Sales Have Good Gain

The Simmons Company, Chicago. Simmons metal beds and furniture, for the first eight months of this year, reports sales of \$23,817,410, a gain of \$2,274,077 over the corresponding period of last year. Sales for August were \$3,884,332, an increase of \$364,701, over August, last year.

# Crops Good, Business Good —In Nebraska

**A** WAVE of golden grain is moving from midwest farms to the markets of the world. In payment for this bumper crop, a flood of money is surging back to farms and towns producing and handling these basic food supplies.

Small grain, corn, potatoes, sugar beets, and dairy products—all are above the five-year average.

Bank clearings in Omaha exceed by 110 million dollars those of the first six months in 1927. Building projects now well under way will reach \$20,000,000 this year. The employment situation is good as a consequence.

Draw your own conclusions—and put your advertising bid for this business into the paper that quicky and thoroughly covers this field.

## The Omaha WORLD-HERALD

*The Midwest's Newspaper*

125,000 daily circulation—83% carrier coverage in Omaha

O'MARA & ORMSBEE, INC., *National Representatives*  
New York . Chicago . Detroit . San Francisco . Los Angeles

**The Globe-Democrat  
has just broken  
another St. Louis  
record in daily  
circulation:**

**Average Daily Net Paid Circulation**

**276,700**

**Largest ever attained  
any St. Louis daily  
a single month**

**St. Louis**

**Globe-Democrat**

**Largest Daily Western**

Chicago ..... { Guy S. Osborn, Inc.  
Charles H. Ravell  
New York ..... F. St. J. Richards  
Detroit ..... Jos. R. Scolaro



Paired Circulation for August

**777\***

even attained by  
our daily during  
month

\*A gain of  
**14,003**  
over  
August, 1927

**Democrat**

ail West of Chicago

San Francisco.....R. J. Bidwell Co.  
Los Angeles.....R. J. Bidwell Co.  
Seattle.....R. J. Bidwell Co.  
London.....Dorland Agency, Ltd.

## Is "Sales Promotion" Changing Its Definition?

THE CREAMERY PACKAGE MFG. CO.  
CHICAGO

Editor of *PRINTERS' INK*:

We hear much of "Sales Promotion" and I would like a definition of it which will differentiate it from Direct-Mail Advertising, on the one hand, and Direct-Mail Selling, on the other.

If you can send me clippings of articles in *PRINTERS' INK* which might help to put me straight, I will appreciate it. Also any reference to standard books on the subject.

J. H. GODFREY,

Director of Research and Publicity.

**I**N 1923, "Sales Promotion" was loosely understood to be the connecting link between sales and advertising, or, as it was more specifically put, between the sales department and the advertising department, co-ordinating the work of each. During 1927, there were many references in *PRINTERS' INK* articles and in other business literature to sales promotion as the connecting link between national advertising and field selling, or making advertising and selling more effective by greater advance cultivation of prospects and more thorough harvesting. In this year of grace, sales promotion seems to have ceased being a "connecting link" and is as much of a "thing" or a department as advertising and selling. One of the best of the 1928 definitions is that sales promotion today has a pronounced emphasis upon dealer development, viz., making retailers better merchants, teaching them how to advertise, how to seek new business, how to go outside of the store, how to hold present customers and attract and hold new customers, all to the end that merchandise may flow uninterruptedly and in larger quantities from the dealer's shelves to the consumer.

This is about all that can be said in the way of general meaning. Actually and practically, terms like advertising, selling and sales promotion have no general definitions. They are merely conveniences to save words. The advertising department of one company is not in the least like the advertising de-

partment of another. One advertising manager's function differs from every other advertising manager's function. Again, practices change. As a company grows, departments multiply. As a department grows, subdivisions multiply. Selling is one function of a business. As the selling function grows, it becomes more complicated. Classification is necessary to avoid confusion. When there is enough advertising to demand someone's time, advertising is gathered together and called a department.

The same thing happens in the case of other activities—training salesmen, advertising service for dealers, research and statistics, market analysis, conventions and exhibits, new uses for the product, developing new markets. In the beginning, when the activity is young, it is generally assigned to some already established department, and is hidden behind that department's label. When it grows up, it becomes a department of its own. The name given to it, usually depends upon the importance of some aspect of the work. In one company, "sales promotion" means following salesmen's calls with direct-mail matter, or it may mean every direct-mail activity of the company. In another, it means dealer missionary work or editing the dealer house magazine.

Many articles on the meaning of the term and the function of "Sales Promotion" departments have appeared in *PRINTERS' INK*, and a list of them is available to any who will write for it.—[Ed. *PRINTERS' INK*.

### David P. Livingston Back with "Successful Farming"

David P. Livingston, recently with the American Stove Company, of St. Louis, and for three years with the Meredith Publishing Company, has rejoined the latter organization as a member of the Western staff of *Successful Farming*.

### Appointed by "The Legionary"

*The Legionary*, Toronto, Ont., has appointed the following as its advertising representatives: For the Chicago territory, Harry E. Saxton; for Montreal, Douglas C. McPhee, and for Hamilton, Ont., Richard G. Langwill.

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*The* STAGE  
is Set ~

*—the play  
is about  
to begin.*



*After long weeks  
there will appear*

*The*



*W*E present The American Home—with a not-too-diffident pride.

It was clear, of course, in planning our program for The American Home, that there are everywhere, in every corner of America, eager and awakening people who are reaching out for beauty in every element of their lives . . . building it into their homes . . . planting it into their land. And seeking guidance and practical advice.

But it was, nevertheless, an imposing task to make—at ten cents the copy—a magazine with the highest standards of practical service; adequate in scope and authority; rightly toned with enthusiasm; conforming in typography, illustration and format to the distinction necessary to promote beauty to its audience.

And yet, we think, we have achieved our aim. To-

# *Week of planning and preparation yesterday, the first number of* **The American Home**

morrow, with the appearance of the first number, you may be the judge.

Nor was it a light undertaking, either, to look in these first issues to the advertising following so necessary to complete the individuality of the magazine. It was not too readily to be expected that they would buy advertising in this magazine unsight and unseen—no matter how convincing our prospectus.

And yet, advertisers *have* contracted for 750 pages in The American Home over the coming twelvemonth. They are using 63 pages in the current issue, 18 of them in color.

And yet, why should they not? What a publishing opportunity it was!

A magazine launched for the favor of those thousands upon tens of thousands of Americans who are young in purse, yet craving beauty; dazed with the multiplicity of beautiful things clamoring for their favor; bewildered before the task of sifting and choosing just those things they really want, just those things in harmony with each other.

What furniture suites shall they choose from the scores on the showroom floor? What linen and china and silver and rugs? What drudgery-relieving devices to promote the comfort and convenience of the home? What materials for the home itself? What heating and plumbing systems? Shall they plant cannas and salvia in a border, or lay out a tiny rock garden in the home?

All over America, thousands upon thousands of factories, mills, looms, weavers, paint shops, paper hangers, foundries, brick kilns, woodworkers; all planing, sewing, grinding, pounding, steaming, sawing, hammering, nailing, filing, packing, shipping . . . and pushing, tumbling, pouring their products into the stores and showrooms of every town. Could there be no guidance?

There could be—and we believe there is. When you have seen the first number of *The American Home* tomorrow, we believe you will subscribe to the verdict of those of our friends who have already seen it, that the opportunity has been met.

And if we have met that opportunity with the reader, there can be, we think, no question of the opportunity that exists to you, the advertiser, to earn, through the pages of *The American Home*, the favor of this newly-created and opulent market.

## THE AMERICAN HOME

*(Continuing Garden and Home Builder)*

DOUBLEDAY, DORAN & COMPANY, INC.

Publishers, Garden City, N. Y.

NEW YORK: 244 Madison Ave.

BOSTON: Park Square Bldg.

CHICAGO: People's Gas Bldg.

ATLANTA: Glenn Bldg.

SANTA BARBARA, CAL.

TORONTO: Doubleday, Doran & Gundy, Ltd.

LONDON: Wm. Heinemann, Ltd.



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# Dealing in Futures

Business Needs Seers

By Donald A. Laird

Director, Psychological Laboratory, Colgate University

FOUR years ago Albert came to work. It was against the protests of the man he worked under for he gave every indication of being as hopeless a case as can be imagined.

A month ago Albert's former supervisor recommended him for a position paying twice the salary the boss was receiving. A week ago, Albert started work on the new job. Now there is no living with the protesting boss of four years ago who is as proud of Albert's new job as though he were a boy with his first pair of red boots.

This series of incidents opens up a vital phase of management which is frequently neglected.

A correct diagnosis of Albert four years ago was that he was hopeless, almost an eccentric in appearance, manners, and ways of working. Every executive has had many similar hopeless cases apply for employment. Usually they are turned down because their immediate possibilities are difficult to discover.

But in reality Albert was a genius at writing unusual copy. He forgot orthodox methods of working, overlooked ordinary conventions in dress because he was all-absorbed in putting magic words on paper. No casual employment interview would ever place him properly.

Gauging young men and women who are seeking employment is always beset with the pitfalls of trying to fathom what they are now rather than what they can become. Every young employee reporting for work should be visualized as a worker ten years older and with ten years more experience—what will he be like then?

The inner powers of the man, not his first impression, yield light on what ten years will add to him. But of most importance are the experiences of the ten years them-

selves. The man he will be depends as much upon the men he works under during these years as upon the inner powers of the man himself. Every executive is unwittingly dealing in human futures—size up his ten-year men to judge how effective he has been in this human brokerage that builds organizations and unearths abilities to work for the company.

That tremendous numbers of executives fail in this is implicitly acknowledged by the widespread development of training departments which can never do the job as well as can the top-notch executive—but they are apparently a necessity since failure in this executive function keeps many a notch or two from the top.

"Raskob has made many millionaires" passed across the lunch table is a high compliment to his dealings in human futures. "Jones can't keep his men—they all leave for better jobs after he has helped them along" across the same table is just as high a compliment although the millions of dollars may have fled from the scene.

Only a kind Providence will ever understand why so many people are built to *appear* hopeless cases. Perhaps only the same source knows why so many executives fail to deal in these futures which are too precious, individually and industrially, to be left to chance. It is absolutely easy to find what is wrong with any applicant; the true executive task is to study the applicant and to discover ways of developing his best characteristics.

The many heads and shoulders which have emerged above the crowd without the aid of an executive seer who dealt in human futures are testimony of the great potential of a small group of mankind, and are not in any sense an indication that the best policy is to let water seek its level.

The employment manager of a

specialty stamping concern with three distinct selling organizations recently told me of his experiences with two of their division sales managers. These experiences extended over the period of years since the war, and dealt with the selection of office assistants. Sales manager "A" was eternally complaining about the young men sent him from the employment office; he fired them about as quickly as the employment manager could hire them. Sales manager "B," in great contrast, always greeted the employment department with "That last young fellow has great possibilities—watch him!"

With the same materials supplied from the employment office "B" produced almost phenomenal results, while "A" was able only to see the faults and did not possess the knack of magnifying and developing his material. "A" wanted predigested help in homeopathic doses, unwittingly admitting his failure to develop them. "B" was an executive seer; he will soon be vice-president and general sales manager.

The executive must have faith in human nature; nothing encourages this better than to be a seer and to be able to visualize and develop the potentials working under him.

### National Bellas Hess Reports Sales

The National Bellas Hess Company, Inc., reports net cash receipts of \$1,943,669, for August, and \$24,428,275, for the first eight months of this year. The National Cloak & Suit Company reported net cash receipts for August, 1927, of \$1,629,992, and \$21,260,766, for the first eight months of last year. The combined figures of the National Cloak & Suit Company and Bellas Hess & Company last year showed net cash receipts for August of \$1,788,732, and a total of \$27,349,523 for the first eight months.

### Incorporate New Advertising Business at Portland, Oreg.

Terry Tebault, Inc., is the name of a new advertising business which has been incorporated at Portland, Oreg. The incorporators include C. W. Tebault, formerly advertising manager of the First National Bank, Portland, Carrie Meyer and Hanita Tebault.

### New Accounts for Marx-Flarsheim

The National Importing Company, New York, dress fabrics, has placed its advertising account with the New York office of The Marx-Flarsheim Company, advertising agency, effective in 1929.

Dr. Blair Laboratories, Lynchburg, Va., manufacturers of a line of cosmetics and medicinal and toilet preparations, have also appointed the Marx-Flarsheim agency to direct their advertising account. Both concerns sell direct through agents and will use magazines.

### To Give Course in Advertising Typography

A course in advertising typography will be given this fall under the auspices of the New York Employing Printers Association. Gilbert P. Farrar will instruct the course which will consist of eighteen lessons. The classes will be held on Mondays from 6 to 7:45 P. M. at the headquarters of the New York Employing Printers Association, New York.

### Made Advertising Manager, Philadelphia "Record"

Walter A. Young, who has been the Philadelphia manager of the Camden, N. J., *Morning Post* and *Evening Courier* for the last several years, has been appointed advertising manager of the Philadelphia *Record*. In addition to his new duties, he will continue to represent the *Courier* and *Post* in Philadelphia as heretofore.

### To Direct American Transformer Industrial Account

The American Transformer Company, Newark, N. J., has appointed The Dauchy Company, New York advertising agency, to direct its industrial advertising, effective October 1. The Dauchy agency has been handling the radio advertising of this company since April.

### Perry Githens, Art Editor, "Life"

Perry Githens has been appointed art editor of *Life*, New York. He was formerly associate editor and, at one time, was promotion manager of *Harper's Bazar*, New York.

### Art Printing Plate Company Elects F. D. Hendrick

Fred D. Hendrick, formerly with the Everton Engraving Company, Detroit, has been made vice-president of the Art Printing Plate Company, of that city.

# To Reach the Southwest

... it is necessary to know  
where the Southwest is

Texas, Oklahoma, Arkansas and Louisiana are the states making up the *real* Southwest. Any other designation of "southwest" or "southwestern" is a loosely applied term having more relation to general territory than trade or distribution areas.

When you want to cover all or any part of the Southwest, spelled with a capital "S", use business papers published in the Southwest.

Consult the list below for coverage of your particular market

## CONSTRUCTION



### Lone Star Constructor

The largest and most comprehensive circulation going to the Texas construction industry.

Construction Bldg.  
Dallas

## Texas Insurance

*Semi-Monthly*  
DON COATES, Publisher

Read by more agents in Texas than any other insurance journal.

Southland Life Bldg.  
Dallas

## INSURANCE



## HARDWARE



### Hardware and Implement Journal

A Business Magazine for the Hardware, Implement, and Sporting Goods Trades of the Southwest.

1900 St. Paul St., Dallas

### Southwestern Retailer

Read monthly in 6,000 department stores and apparel shops.

805 Wholesale Merchants Bldg., Dallas

## APPAREL



## BUSINESS



### Texas Commercial News

23,000 paid Texas circulation. Retail, wholesale, manufacturing, professions. Write for "The Texas Market", 40 pages of Texas Marketing Facts.

Sugar Land, Texas

### Southern Pharmaceutical Journal

The Bulletin Board of the Southern drug market.

Santa Fe Bldg., Dallas

## DRUGS



## INDUSTRY



### The Southwestern Purchaser

Covers general industrial market through the purchasing agents of the big companies.

Magnolia Building  
Dallas

### Southwestern Banker

"Covers the Southwest Like the Sunshine" Reaching 87% of the Banks. Twenty-eight years old.

Fort Worth, Texas

## BANKING



# BUSINESS PAPERS OF THE SOUTHWEST

TEXAS · OKLAHOMA · ARKANSAS · LOUISIANA

## Do Colors Run in Cycles?

J. J. GIBBONS LIMITED  
MONTREAL, CANADA

### Editor of PRINTERS' INK:

One of our textile clients was talking to me about the possibilities of forecasting color cycles.

He expounded the theory that from his observation the pre-eminent colors affecting styles run in the following cycles, roughly one color to a year:—

1st year—Navy blues. Navy blues predominant, with other blues occurring.

2nd year—Purples predominant (claret, plum, and similar dark shades predominant.)

3rd year—Prints.

4th year—Brown and other quiet autumnal colors predominating.

It is his belief that this cycle is based on a continuous desire for relief. For instance, a period of somber purples causes a desire for more cheerful things, which is expressed in prints. The cheerfulness of prints calls for a reaction toward the quiet brown shades.

I presume this very vital question has been discussed and researches made into it. Can you direct me to any articles in *PRINTERS' INK* dealing with it, or put me in touch with any individuals or organizations who have been working on it?

BRIAN ROWE.

**C**OLOR cycles have been likened to numbers of sticks floating down a river, turning this way and that as they are buffeted by the current. The turnings of each stick could be plotted, but they would have no relation to the others unless they touched and all would be dependent on the course of the river.

Color cycles, in every industry which uses color, could be plotted over a period of years, but the results would not be binding on the future, nor would the observations serve as a chart for other industries, because conditions would rarely be duplicated. Too many factors enter into the picture to enable any general rules to be set down.

In the olden days, when a color was limited to one product, the course of public reaction could be studied and certain cycles worked out. But now that so many products are struggling for room, the cross contacts and interferences are too numerous to classify.

The chintz type of curtain will

serve as an example of the forces which come into any consideration of color in a product.

Contrary to predictions, chintz curtains have enjoyed a steady sale over a long period. It was quite generally predicted that the public would soon tire of broken surfaces and demand plain colors. But prophecies were upset, because when the public tired of chintz curtains on cotton fabrics, they were presented with attractive chintz on silk, linen, velvet, etc. In other words, broken surfaces were presented in new forms and new designs, which gave enough variety to appeal to the public's fancy. And when these were exhausted, current news interest was introduced in the form of fads or crazes.

The ingenuity of the modern manufacturer makes it possible for him to introduce enough variation in a product to give it new appeals which prolong its sale. Variations are so numerous that people can be made to stick to one color or one combination under almost any circumstance.

On the other hand, an attempt might be made to create a color cycle by interpreting the phases which people go through in their education in good taste. It has been found people react to strong colors first, in plain surfaces, then to tints and shades of these colors, and finally to combinations. A product can usually be brought out successfully in plain solid colors, and then be made to pass through the subsequent stages, as the public becomes educated up to its use. But as to that cycle repeating itself, there lies the great uncertainty.

So far as we can determine, there are no books on color cycles, and we would be glad to know of any such, as the subject is one which grows in importance every day.—[Ed. *PRINTERS' INK*.]

### "La Patrie" Appoints Leo Lavoie

Leo Lavoie has been appointed director of national advertising of *La Patrie*, Montreal. He formerly was with A. McKim, Ltd., and the Canadian Advertising Agency, Ltd., both of Montreal.

**Radio  
Advertising  
and  
The Syracuse Herald  
go  
hand in hand**

**The Herald regularly publishes  
more radio advertising than  
any other newspaper in Syra-  
cuse and Central New York.**

**THE SYRACUSE HERALD**

**JOHN C. BLACKMORE, Advertising Manager**

**O'MARA & ORMSBEE, INC.**

**National Representatives**

**280 Madison Ave.  
New York City**

**Peoples Gas Bldg.  
Chicago, Ill.**

**General Motors Bldg.  
Detroit, Mich.**

**1102 Western Pacific Bldg.**

**Los Angeles, Calif.**

**Monadnock Bldg.,**

**San Francisco, Calif.**



## If you're one of them—

**W**E know from the letters we are receiving each day that there are advertisers and printers who have somehow missed asking for *The Champion Book of Decorative Material* and the supplementary *Layout Service Set*. If you are one of them we suggest that you do not delay your request as the 35,000 copies we printed are nearly gone.\*

Any advertising man or printer who actually



---

plans and visualizes dummies will appreciate *The Champion Book of Decorative Material* and the *Layout Service Set*.

Fifty thousand dollars worth of original designs by such famous decorative artists as George F. Trenholm, W. P. Schoonmaker and Guido and Lawrence Rosa, have been put into convenient dummy form so you can inject more life and artistry into your creative ideas.

The designs contained in the *Layout Service Set* are put in permanent form for reference in *The Champion Book of Decorative Material*. If you haven't received your copy ask us to send it along with the *Layout Service Set*.

THE CHAMPION COATED PAPER CO.  
HAMILTON, OHIO

Over 10,000 written requests from advertisers alone have been received for this book, indicating its usefulness in the work of planning printing.



\*The book is not available except to those who plan printing using coated and uncoated printing papers. Be sure to write your request on your business letterhead stating your position, please, so that our records will be useful for reference.

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# Amarillo



\$183,000,000 in agricultural products in 1928! That is the bumper estimate for the forty-one northwest counties of Texas—or \$366 for each of the half million citizens! Add the tremendous revenues from the 1,400 gas and oil wells—and it is no wonder that this market will absorb over \$150,000,000 in wholesale merchandise this year from Amarillo alone.

*You can effectively reach this rich empire through  
the one newspaper of the one capital city—*

## AMARILLO GLOBE-NEWS

Morning—Evening—Sunday

National Representatives: TEXAS DAILY PRESS LEAGUE

New York

Chicago

Kansas City

Dallas

# How to Interest the Jobber in Your New Product

Definite Sales and Merchandising Plans Are Taking the Place of Reliance on the Sales Force in Introducing a New Line

By J. J. Witherspoon

THERE are, roughly, two schools of sales executives when it comes to interesting the jobber in a newly added article or line. The first maintains this is purely a job for the salesman—and leaves it entirely to him. The second group believes it is part of a sales executive's duty to plan definitely how to interest the jobber in an added line and that the salesman's part is a dual role—portrayer of the plan and persuader for its adoption.

Out of actual life I shall tell, with only the thinnest of disguises, the views of two successful sales managers, both in the toilet preparations field. The older of the pair presides over a veteran sales force, well paid and well liked by its customers. His view is that any article on which his own salesmen are sold, they can sell to the jobbers. His salesmen depend upon an intimate knowledge of the product itself and their friendship with their customers.

Their method of putting across a new line with the jobber is the usual one. They let their buyers order the regular line, making sure that no items are overlooked and making a play for increased quantities here and there. Then they produce from somewhere about their person—for the veteran salesmen of this particular organization are notoriously free from sample cases—the new package.

"Here's a little gem, Roy," they ejaculate. "Just look at the way this carton matches the label and the stopper. Take a whiff of this new Full-bloom Rose. Let me tell you, no one else has a bouquet that will come within a mile of touching it. The art work alone on the package will make any woman buy it even if she has to starve her family. You've had trouble with the stoppers on some

of these fancy packages that the 'imported' perfumery houses have been wishing on you in the last few years. Take a look at this invention of ours that keeps both the cork and the perfume inside the bottle."

By this time the sample is resting in the hands of the buyer, and the veteran salesman concludes: "The moment I got this sample from the factory I said to myself that Roy Miller would appreciate it. Now don't be a piker, Roy. You've got sixteen road men, and I'm going to put you down for a gross per man."

After a friendly argument the veteran salesman rests content with an order for three gross of the new item, and they part friends.

In the second toilet preparations enterprise an added product is looked upon as a piece of merchandise to be merchandised. In addition to building a consumer story around its put-up and contents, a definite sales plan is always built with exceeding care.

Here is a letter from the second and younger sales manager to his younger but more modern salesmen:

Your quota for the new XL-142 2-oz. Full-bloom Rose is 185 gross. This is based on your last year's record with BA-267 as revised by us at our individual conference last December. You will find attached to this letter full quota details showing as usual our estimates, customer by customer, of your sales on your first and second and third trips over your territory.

This new number is subject to the attractive commissions of Group A—it being clearly understood that Group A commissions apply to this number only for the year 1927, when it will fall into Group B.

To help you put across with your jobbing trade this new worth-while item, the following sales plan has been worked out:

On your first trip over the territory you will be allowed to promise each jobber that our specialty men will sell

the quantities shown on tabulation B. You will point out to him that we are making a leader of this number during January, February, and March and that all our specialty men will offer one bottle free with each dozen in addition to Z-42 mahogany style counter display case. You will, of course, point out to each jobber that he gets his full profit on each of the free bottles, so that we are really buying from him probably more of our own Full-bloom Rose than he will sell to any single customer.

Tabulation C covers the advertising of this new package, which will reach the territory of each jobber listed. In connection with the local newspaper advertising which will positively run in each of the papers named and on each of the days named and without reduction of space in any instance, please arrange so that the copies of the newspapers and not merely clippings will be sent to each of our dealers the day of publication.

On your second trip over the territory you can put on the prize contests described in tabulation D. You will notice that there are three forms and that the perfumery buyer or sales manager can pick the one of the three which best ties up with his own sales methods. Point out that the contest period ties up with our heaviest newspaper advertising.

You will be interested to know that our purchasing and production departments are preparing a schedule calling for four times the individual quotas of the salesmen. This means that you have a chance to put at least \$150 into the bank—or into company stock—if you will just live up to our average expectations.

A second letter from this same sales manager to the same salesmen read:

Supplementing my earlier letter of today describing the sales plan for XL-142, you will find attached some mighty helpful material. Sheet number one lists the jobbers' advantages; sheet number two shows the retailers' advantages; sheet number three shows consumer arguments.

You will notice that we have purposely worked in a special 2½ per cent added profit for the jobber provided he purchases the quantities mentioned in our earlier letter as your quota. You will notice the direct-mail work our sales promotion department will do for the jobber with his salesmen and with his customers. Note particularly the work of our service and sales promotion departments in connection with retailers buying through jobbers.

This applies especially, of course, to the display rack but it also includes a prize display contest with novel features and goodly prizes. The window display material is sure to attract attention as a display and it will focus the attention of every one who pauses to look at it upon the package itself.

The three by five cards for retailers' salespeople is one of the neatest jobs that we have turned out. In six short

sentences it gives each salesman or saleswoman a definite line of suggestion to prospective customers—and each one who enters a drug store is a good prospect for Full-bloom Rose. Where you want special assistance from any one at headquarters, don't hesitate to use your "emergency" cards and the wrecking crew will be dispatched promptly to the scene of action!

The veteran sales manager, in discussing with me the plan used by his competitor, agrees with me that it has unusual merit. "But," he counters, "it will cost Bill \$3,000 more than it will cost me to launch any new line. I imagine that he probably sells during the first year twice as much of an added line as we do. On the other hand, please notice that our men take but a few minutes to present a new package. Because they are known to the buyer, they get a 'Yes' or 'No' before Bill's men have started to explain any one of the fifteen or twenty things that they must explain to put across the idea of a sales campaign. Honestly, I don't see how his men can cover their territory when they have to spin so long a yarn with each jobber."

To which my younger friend retaliates: "I know mighty well what Clarry sells on each competitive line. His men do stand closer to the buyers in wholesale houses than our men do—but only from the standpoint of friendship. Instead of selling twice as much the first year of an added line, we sell from eight to twelve times as much, and we do not overstock our jobbers at that."

"Clarry shows his Scotch blood when he estimates \$3,000 for this particular campaign—the cost will be nearly \$8,000. But all indications prove that it will be another successful introductory campaign and that we are far better off spending \$8,000 and putting it across in the volume that it will secure than in spending nothing at all except Clarry's idea of adding a line at the lowest possible sales expense and relying on the merit of the product and the friendship of the jobber's buyer and the jobber's salesmen to get volume."

"When Clarry and I first locked horns six years ago, I simply had



Pictorial Review's publisher's circulation statement sent to the A. B. C. for the first six months of this year showed a net paid average of

**2,459,750**

The last three months of that period showed an average net paid circulation of

**2,484,598**

The *net paid* circulation for the July issue, which is the first issue of the last half of the year, is

**2,550,000**

**F**ROM the above figures, it can be seen that Pictorial Review's circulation is not only "close to the top" among women's magazines, but is continuing to grow.

Recently, it was announced that advertisers using a reasonable schedule of space during 1929 would be protected against any increased rate for 1930. Many leading advertisers and advertising agents have endorsed this step on the part of Pictorial Review's management.

**Pictorial Review**

*Luise Block*  
Advertising Director



to spend more money than he did to get equal volume on an added item. In those days I set \$2,500 as my minimum to get results which would justify the lithography on cards and labels and special class work. If I spent less than \$2,500 I did not get the volume. Today I am spending larger amounts, but not because I need to do it to beat out Clarry. For entirely apart from our display racks, prize contests, and window displays for each added specialty, we put real money into our direct-mail work, which not only helps the introduction of our lines but keeps up the sales volume for the first two or three years without trusting entirely to the jobber and his salesmen to put it across."

It is only fair to note that the veteran organization has from twenty to sixty new items a year, whereas the younger organization picks out a leader for each trip—three a year—and shifts around its staple lines so that it appears to put out a total of about eighteen items a year, whereas there are only three actual additions. The veteran organization holds its salesmen only for the launching of six or eight new items a year, depending on its beautiful color work in mail campaigns to secure introductory orders for the balance. It is even more liberal from a price standpoint, since it invariably has a "free deal" with each new item introduced by mail. It also permits its privileged jobbers to put on a "free deal" of their own for sixty days after receiving stocks of new items, although it is not as liberal in reimbursing the jobber, simply refunding the laid-down cost of the free goods plus 10 per cent.

A more striking contrast between the conservative and the modern school of interesting the jobber in a new article can hardly be portrayed. For both methods described are sound merchandising with an eye on net profits. Both are skilfully built. It must be remembered that a sales plan can be skilfully built and brilliant without the necessity of many details. The veteran sales manager

depends on veteran salesmen, paid royal salaries, to eliminate the necessity for mechanical selling to the jobber. He depends upon the reputation of his products—a reputation which is in the forefront of every jobber's buyer's mind—to cause the jobber to instruct his salesmen to feature added lines of this manufacturer.

On the other hand, the newer organization has built up a field force of salesmen who are modern merchandisers. They are frequently with, but not close friends of, buyers for wholesale houses. Against the time that it takes them to present fully the carefully-built detailed sales campaigns for items, there is a time-saving element. For they do not need to spend the usual hours in the reminiscences inevitable between close friends.

The more detailed plan admittedly requires longer time in preparation, even with this time-saving element. But so skilfully are these introductory sales plans built that the great time burden is on the advertising, sales promotion and service departments at headquarters. The detailed plan has the advantage of enlisting the help of the sales manager or perfumery buyer so that he must follow through with his own salesmen, and perforce must constantly be impressed with the advertising in local newspapers and inevitably must contrast this with the absence of similar advertising by the older house.

#### VOLUME WANTED

Today the buyer and the sales manager are looking for volume which did not previously exist; consequently any added products of reputable houses which promise volume are welcome. On one hand the buyer knows that any product put out by the older manufacturer will sell on the record of past performance of its added lines. But he knows also, as a merchandiser, that such a well-balanced introductory sales campaign as the new toilet preparations enterprise launches probably will sell even larger volumes. Countless thousands of new

# The Last Word in Signs

**Miller Tires**  
GEARED-TO-THE-ROAD

Porcelain enamel signs are the finest colored outdoor signs that can be made. And DuraSheen signs are the standard of all porcelain enamel signs.

The colors are proof against fading from any kind of exposure; the lustre is permanent: they require no upkeep.

And because of their long life and excellent service, they are cheapest in the long run. You'll never regret placing an order for DuraSheen signs.

*Let us submit a sketch and quotation. No obligation*

*The*  
**BALTIMORE ENAMEL**  
*and NOVELTY COMPANY*

**Makers of "DuraSheen" Lifetime Signs**

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK



**Combined**  
**AUTOMOBILE**  
**TRADE JOURNAL**  
*and*  
**MOTOR AGE**

**Now!** **MORE**  
**THAN**

**60,000**

**Paid Automotive Trade  
Circulation**

*in*  
**One Great Monthly  
Standard Size  
Dealer Publication**

And this is almost double the  
net paid trade circulation of  
the next nearest competitor.

*Come to Automotive*



Now!

# "AUTOMOBILE TRADE JOURNAL *and* MOTOR AGE"

Effective December 1st, the Chilton Class Journal Company announce the consolidation of "*Automobile Trade Journal* and *Motor Age*" into one outstanding monthly automotive trade publication, to be known as "*Automobile Trade Journal* and *Motor Age*"

This will provide at once the greatest paid circulation, more than 60,000—almost double the net paid trade circulation of the next nearest competitor—plus the most responsive body of readers available

in any single publication in the automotive field. The result: a bigger and better monthly automotive trade publication; 4-color covers; standard size over-all—7" x 10" type page size; unequalled buying power; unequalled circulation and editorial achievement; combination of the best features of both, plus many new services never before achieved.

Let us point out to you the great opportunity and economy available for you through "*Automobile Trade Journal* and *Motor Age*"

*Headquarters* —

AUTOMOBILE TRADE JOURNAL  
*and*  
MOTOR AGE

A Chilton Class Journal Publication

Chestnut and 56th Street, Philadelphia, Pa.

lines are brought out each year and fail to interest the jobber. In fact, in between the two extremes that we have portrayed will be found a mammoth graveyard. Manufacturers, who depend upon the friendship element, and yet have not salesmen of the caliber and experience of the veteran toilet preparations maker, build their hopes on pillars of sand. For it is a notorious fact that there is nothing more dangerous in field selling than to have salesmen who are friends of buyers but not strong enough to cash in on that friendship.

In this huge graveyard also will be found the detailed plans which had neither backbone nor punch—the pretty paper plans—the plans that are all detail and no substance.

Then there is a special and large section in this graveyard filled with the corpses of worthy products poorly marketed by mail.

The fundamental basis for interesting the jobber in a new item is his certainty of making a profit by purchasing it. This means that his stock must move and that the margin allowed is soundly adequate. It means that either the past reputation of the maker for successful additions to his lines has been firmly established, or that something in connection with the marketing of the new item is in advance its proof of the wisdom of purchase.

### John G. Carr Advanced by Pitt Studios

John G. Carr, for the last two years in the layout department of the Pitt Studios, Pittsburgh, advertising art, has been placed in charge of contact relations.

Harold Adler, for the last two years with Harry L. Timmins, Chicago, has joined the Pitt Studios.

### Earnshaw-Young, Inc., New Advertising Business

Harry A. Earnshaw, formerly executive vice-president of Young and McCallister, Inc., Los Angeles, and Clarence U. Young, formerly an account executive of the same company, have started an advertising business at Los Angeles under the name of Earnshaw-Young, Inc.

### Retailers to Discuss Modern Art and Style

Modern art and style will be discussed at the eighth annual convention of the sales promotion division of the National Retail Dry Goods Association to be held at Cincinnati, on September 25, 26 and 27. Among those scheduled to speak are: Richardson Wright, editor of *House & Garden*, "How Long Will Modern Art Last?"; Theodore Hanford Pound, president of the Dayton Art Institute, Dayton, Ohio, "The Principles of Modern Art"; C. E. Gibbs, secretary of the American Union of Decorative Artists and Craftsmen, "What the Manufacturers Are Doing in Modern Art"; H. S. Ames, merchandise manager, The Rike-Kumler Company, Dayton, "Modern Art as the Merchandise Manager Sees It"; Kenneth Collins, advertising manager, R. H. Macy & Company, Inc., New York, "Modern Art as Applied to Advertising"; and H. H. Tarraach, display manager, Stix, Baer and Fuller Company, St. Louis, "Modern Art in Window Display."

On a question of modern style, among those who will speak are Ralph Jones, president the Ralph Jones Company, Cincinnati, "How to Meet Competing Reader Interest"; Beatrice Hunter, Costume Art Bureau, National Retail Dry Goods Association, "Color-Dynamic Sales Promotion" and Frank Stutz, general manager of the better fabrics testing bureau, National Retail Dry Goods Association, "The Value of a Testing Laboratory."

### Virginia Morris Plan Bank Appoints Clarence Ford, Jr.

Clarence Ford, Jr., has been appointed assistant cashier of the Morris Plan Bank of Virginia, Richmond, in charge of business development and advertising. Mr. Ford, who will take over his new duties September 15, was for six years a member of the advertising department of the Richmond *Times-Dispatch* and, later, was associate editor and business manager of "Richmond," official publication of the Richmond Chamber of Commerce.

### Joins "Children, The Magazine for Parents"

Miss Regina McGarrigle has resigned as director of the school and camp advertising department of *Harper's Bazar*, New York, to become director of a similar department for *Children, The Magazine for Parents*, also of New York.

### Franklin Surety Appoints Kleppner Company

The Franklin Surety Company, New York, fidelity and surety business, has appointed The Kleppner Company, Inc., New York advertising agency, to direct its advertising account.

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What's in  
the name?

# NEEDLECRAFT MAGAZINE

supplies 1,000,000 practical home-women authori-  
tative and useful information

ON

NEEDLEWORK IN ALL ITS FORMS

HOME DECORATION

HANDICRAFT

FASHIONS

FOODS AND DOMESTIC SCIENCE

On the next page you can  
see what is in the name  
NEEDLECRAFT MAGAZINE

What's in  
a name?

# NEEDLE

## MAGAZINE

Home Service divided as follows:



12.3%

11.2%

13.5%



11.1%

3.2% 2.3%

10.5%



18.7%

1.3%

13.9%

Cooking and Domestic Science . . . . .	12.3%	Reader Service . . . . .	10.5%
Dining Room . . . . .	11.2%	Bed Room . . . . .	2.0%
Living Room . . . . .	13.5%	General Needlework and Editorial . . . . .	18.7%
Fashions . . . . .	11.1%	Bathroom . . . . .	1.3%
Children . . . . .	3.2%	Home Decoration . . . . .	13.9%
Baby . . . . .	2.3%	Fiction . . . . .	0.0%
			100%

# NEEDLECRAFT MAGAZINE

..... advertising growth  
..... not spectacular but  
..... steady  
..... like our circulation growth  
..... like the 1,000,000 readers of Needlecraft Magazine  
..... steady  
..... Back in 190  
..... three National accounts  
..... and now in 192  
..... the outstanding national advertisers using  
..... Needlecraft Magazine number  
..... 78—seventy-eight—7  
..... not spectacular but very  
..... steady

UNDERSTANDING  
THE VALUE OF A  
CIRCULATION OF  
1,000,000 PRACTICAL  
WOMEN IS WHAT  
MAKES LINEAGE  
GO UP . . . AND  
UP . . . AND UP

3  
NATIONAL ADVERTISERS  
1909

78  
NATIONAL ADVERTISERS  
1928

## AMONG THE 78

LABASTINE . . . . .	placed by . . . . .	H. W. KASTOR & SONS CO.
AKER'S COCOA . . . . .	placed by . . . . .	BARTON, DURSTINE & OSBORNE
ON AMI . . . . .	placed by . . . . .	ERICKSON COMPANY
ORDEN'S CONDENSED MILK . . . . .	placed by . . . . .	YOUNG & RUBICAM
ALUMET BAKING POWDER . . . . .	placed by . . . . .	SEHL ADVERTISING AGENCY
CAMPBELL'S SOUP . . . . .	placed by . . . . .	F. WALLIS ARMSTRONG CO.
ERTO . . . . .	placed by . . . . .	J. WALTER THOMPSON
EL MONTE FOOD PRODUCTS . . . . .	placed by . . . . .	H. K. McCANN CO.
VEREADY FLASHLIGHTS . . . . .	placed by . . . . .	N. W. AYER & SON
ELS-NAPHTHA SOAP . . . . .	placed by . . . . .	YOUNG & RUBICAM
LIT . . . . .	placed by . . . . .	H. K. McCANN COMPANY
HEINZ "57" . . . . .	placed by . . . . .	CALKINS & HOLDEN
INDS HONEY & ALMOND CREAM . . . . .	placed by . . . . .	BARTON, DURSTINE & OSBORNE
ORY SOAP . . . . .	placed by . . . . .	BLACKMAN COMPANY
ELL-O . . . . .	placed by . . . . .	YOUNG & RUBICAM
ELLOGG FOOD PRODUCTS . . . . .	placed by . . . . .	N. W. AYER & SON
INOX GELATINE . . . . .	placed by . . . . .	FEDERAL AGENCY
OTEX . . . . .	placed by . . . . .	LORD & THOMAS & LOGAN
ISTERINE . . . . .	placed by . . . . .	LAMBERT & FEASLEY
UX . . . . .	placed by . . . . .	J. WALTER THOMPSON COMPANY
MOHAWK RUGS . . . . .	placed by . . . . .	Z. L. POTTER COMPANY
-CEDAR POLISH . . . . .	placed by . . . . .	CRITCHFIELD & COMPANY
EPPERELL SHEETING . . . . .	placed by . . . . .	BARTON, DURSTINE & OSBORNE
. & G. WHITE NAPHTHA . . . . .	placed by . . . . .	BLACKMAN COMPANY
ILLSBURY FLOUR . . . . .	placed by . . . . .	DOLLENMAYER ADVERTISING AGENCY
USSIA CEMENT . . . . .	placed by . . . . .	CHAS. W. HOYT CO.
WHITE HOUSE COFFEE . . . . .	placed by . . . . .	STREET & FINNEY

## NEEDLECRAFT MAGAZINE

CHICAGO  
307 N. MICHIGAN AVE.

285 MADISON AVE., NEW YORK  
ROBERT B. JOHNSTON, Advertising Manager

BOSTON  
OLD SOUTH BLDG.



NS Co.  
BORNE  
MPANY  
BICAM  
GENCY  
NG Co.  
MPSON  
NN Co.  
& SON  
BICAM  
MPANY  
OLDEN  
BORNE  
MPANY  
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# Profit Margins Higher for Bigger Businesses

This Conclusion and a Measure of the Decline in Net Profits in 1927 Are Indicated in Study Made by Standard Statistics Company

THAT the net profit of American industry was smaller in 1927 than in 1926 is not news. Information that would in any way indicate how much smaller it was, however, is news. Such information has been recently made available as a result of a study of the 1926 and the 1927 financial statements of the leading industrial corporations (public utilities and railroads were omitted) made by the Standard Statistics Company of New York.

At the outset of the study this statistical service organization had before it the financial statements of 545 of the country's leading industrial corporations. More than half of these were discarded, however, due to the fact that it was not possible to obtain satisfactory information on "gross income" from them. This fact is mentioned here for the purpose of indicating the adequacy of the study. The 545 corporations included in the original study had an aggregate net profit in 1927 of about two and one-half billion dollars. The total net profit reported for that same year to the Federal Government by all corporations in the entire country, it is estimated, amounted to about seven billion dollars. This particular study then, it may be said at the outset, was dealing with businesses that earned more than one-third of the reported corporation net profits for that year.

The 235 corporations from whose financial statements it was possible to obtain figures on gross income for 1926 and 1927 retained 9.75 per cent of their gross income as net profit in 1926. In 1927 those same corporations turned 9.12 per cent of their gross income into net profits.

The decrease in net profits in 1927 against net profits in 1926 as indicated by this amounted to .63 per cent—a drastic reduction but

certainly not so drastic as business generally has been led to believe was the case.

In commenting on the 1927 decrease in profits, the Standard Statistics Company, in this particular study, calls attention to the very pertinent point that the 1927 decline in profits was from an abnormally high level. That fact must be borne in mind.

In presenting the results of its study, this statistical organization not only made public the average figure for the entire 235 industrial corporations whose statements were reported in sufficient detail to permit such a study, but it also gave the figures for each individual corporation. Its list, which shows the percentage of gross income which each of these 235 industrial corporations turned into net profits in both 1926 and 1927, is appended, starting on page 176. This list is arranged in order from the highest to the lowest percentages, on the basis of 1927 results.

## FOUR PREDOMINATING THEMES REVEALED IN THE ANALYSIS

This detailed list is worthy of special study and analysis. The statistical organization that compiled it, in reporting on its own analysis, says that it finds four predominating themes in the study of those corporations which have been able to retain a good part of gross income as net profit. Those four predominating themes are:

1. Size.
2. Monopolistic characteristics.
3. Production costs.
4. Selling price of goods.

If its analysis, which it presents under these four themes, were summarized in one sentence, it would be fair to say that such a sentence should read: *The profit margin in 1927 was higher for the larger business.*



## *The Bulletin* *for Agents and*

The Associated Business

# Engineering Economics Survey Shows the Job Ahead in Advertising

*"In a buyer's market the primary function of national advertising is to create and develop new modes, styles, and habits of use."*

—says Dr. Godfrey

THE Godfrey Principle of the Growth of Wealth (as it has come to be called) was first applied to the shoe industry. Having developed what seemed to be a most amazing corollary to the principle discovered through the exhaustive inquiry of the Engineering Economics Foundation, Dr. Godfrey sought to test the principle by a specific case.

With the cooperation of Boot and Shoe Recorder a

study was made of style and usage requirements of retail customers in relation to the quantity output of big producers and elsewhere. The results were astounding. Many vexatious problems of the shoe industry were solved for the first time. The industry in the words of one of its leaders was "stepped up amazingly!"

Similar experiences in applying The Godfrey

## of Marketing Facts Advertisers

Every *ABP* paper  
MEMBER  
ADVERTISERS  
BUREAU  
OF  
CIRCULATIONS  
is an *ABC* paper

Papers, Inc., 52 Vanderbilt Ave., New York

Principle to various other lines, stimulated the interest of industrial leaders—and has led to the present

widespread interest in Dr. Godfrey's remarkable contribution to the advance of market development.

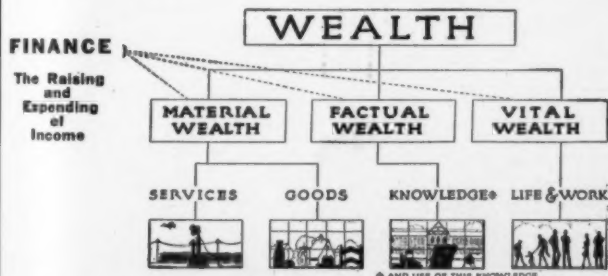
### The Business Press Shows The New Markets!

The business press, in industry after industry, in line after line, is swinging in behind to meet the conditions imposed by the existing buyers' market. In each field the business press indicates new markets, teaches industry how to develop them, and is educating the trade in

ways and means of effectively cooperating with industrial efforts to reach and influence the consumer.

We invite the cooperation of advertisers, advertising agents, and all others in disseminating this new point of view.

### Factors in the Growth of Wealth



The little booklet, "Creating Wealth," from which this chart is taken is at the present moment the most helpful aid to effective copy any agent or advertiser can have. Send for free copy!

PER CENT OF GROSS SAVED FOR NET,  
1926-1927, BY 235 LEADING INDUSTRIALS

(Arranged in order from highest to  
lowest percentages, on basis of  
1927 results.)

COMPANY	% of Gross Saved for Net	
	1926	1927
Hecla Mining Co.....	41.10	41.70
Nat'l Supply Co. of Del. (The) .....	43.20	33.70
Bush Terminal Co.....	30.80	32.50
New York Dock Co.....	32.60	32.50
Consolidated Mining & Smelt. Co., Ltd.....	31.70	32.20
Telaugograph Corp.....	27.10	31.60
Patino Mines & Enter- prises Consol., Inc....	31.20	30.50
Central Aguirre Sugar Co. ....	17.20	30.40
Fleischmann Co. ....	28.90	30.00
American Arch Co.....	30.60	29.90
Coca-Cola Co. (The)...	27.90	28.20
International Business Machines Corp. ....	24.00	27.90
Houston Oil Co. of Texas .....	34.50	25.40
Canada Dry Ginger Ale, Inc. ....	20.70	24.20
Maytag Co. (The).....	23.40	23.60
Columbian Carbon Co....	33.30	22.70
Caterpillar Tractor Co..	20.80	22.20
Wright Aeronautical Corp. ....	20.60	22.00
Independent Oil & Gas Co. ....	33.20	21.90
Barnsdall Corp. ....	25.40	20.80
Amerada Corp. ....	32.90	20.70
South Porto Rico Sugar Co. ....	15.00	20.70
Amer. Mach. & Foundry Co. ....	13.40	20.60
Homestake Mining Co....	9.46	20.60
Postum Co., Inc.....	24.10	19.90
Curtiss Aeroplane & Motor Co., Inc.....	10.80	19.70
International Cement Corp. ....	20.00	19.00
General Motors Corp....	17.50	18.60
General Amer. Tank Car Corp. ....	14.10	18.10
Western Dairy Products. Air Reduction Co., Inc..	14.20	17.90
17.80	17.80	
Cerro de Pasco Copper Corp. ....	16.40	16.80
International Paper Co..	10.50	16.20
Packard Motor Car Co..	20.20	16.10
Congress Cigar Co., Inc.	11.90	15.80
Manati Sugar Co.....	9.49	15.80
St. Regis Paper Co.....	12.80	15.50
American Ice Co.....	16.60	15.40
Electric Auto-Lite Co..	15.60	15.30
Lehigh Coal & Naviga- tion Co. ....	20.40	15.20
Kresge (S. S.) Co.....	10.70	15.10
Naumkeag Steam Cotton Co. ....	4.63	15.10
Fajardo Sugar Co. of Porto Rico (The).....	11.30	15.00
General Electric Co....	13.00	15.00
Madison Square Garden Corp. ....	17.40	15.00
National Cash Register Co. (The) .....	14.70	15.00
Phillips Petroleum Co..	42.40	15.00
Victor Talking Mach. Co.	16.80	15.00
Zenith Radio Corp.....	5.46	14.90
Eureka Vacuum Cleaner Co. ....	15.60	14.20

## COMPANY

COMPANY	% of Gross Saved for Net	
	1926	1927
International Shoe Co...	11.40	14.20
Texas Corp. ....	21.70	14.20
Union Oil Co. of California .....	16.30	13.90
Guantanamo Sugar Co...	8.79	13.80
Seagrave Corp. (The)...	15.00	13.80
Standard Commercial To- bacco Co., Inc. ....	10.10	13.60
Celotex Co. (The).....	18.30	13.40
Cuba Cane Sugar Corp.	4.75	13.40
Shattuck (Frank G.) Co.	11.10	13.30
Atlas Powder Co.....	14.10	12.90
Cuban-Dominican Sugar Corp. ....	0.00	12.70
General Ice Cream Corp.	10.70	12.50
Loew's, Inc. ....	14.80	12.50
Woolworth Co. (F. W.)	10.90	12.50
Byers (A. M.) Co.....	14.60	12.40
Alpha Portland Cement Co. ....	15.10	12.30
Richfield Oil Co. of Calif. ....	10.40	12.20
American Type Founders Co. ....	13.40	12.10
Purity Bakeries Corp...	9.89	12.10
Consolidated Laundries Corp. ....	13.30	11.90
Punta Alegre Sugar Co.	10.60	11.90
American Seating Co....	13.60	11.80
Hercules Powder Co....	12.10	11.50
MacAndrews & Forbes Co. ....	13.60	11.50
Colo. Fuel & Iron Co. (The) .....	12.60	11.10
American Cyanamid Co..	11.40	11.00
Bigelow-Hartford Carpet Co. ....	7.96	11.00
Ludlum Steel Co.....	10.40	11.00
Thatcher Mfg. Co.....	11.20	11.00
Mack Trucks, Inc.....	13.10	10.90
Allis-Chalmers Mfg. Co.	11.50	10.80
Cluett, Peabody & Co., Inc. ....	7.48	10.80
Thompson (John R.) Co.	10.40	10.70
Amer. Rolling Mill Co. (The) .....	12.60	10.60
Standard Sanitary Mfg. Co. ....	10.30	10.60
Warren Bros. Co.....	10.90	10.60
Goodrich (B. F.) Co. (The) .....	5.40	10.30
Goodyear Tire & Rubber Co. ....	7.10	10.30
Standard Textile Prod- ucts Co. (The).....	4.83	10.30
International Silver Co..	8.32	10.20
Skelly Oil Co.....	24.50	10.20
Bethlehem Steel Corp..	10.70	9.94
Art Metal Construction Co., Inc. ....	11.30	9.89
Beech-Nut Packing Co..	9.10	9.65
Westinghouse E. & M. Co. ....	9.76	9.60
Shell Union Oil Corp...	21.30	9.50
Johns-Manville Corp. ...	8.39	9.28
United Cigar Stores Co. of America .....	9.05	9.18
Sears, Roebuck & Co....	8.49	9.01
Radio Corp. of America	7.98	9.00
Republic Iron & Steel Co.	11.50	8.99
Studebaker Corp. ....	9.19	8.89
Baldwin Locomotive Works (The) .....	13.60	8.85
Kress (S. H.) & Co.....	9.00	8.77
U. S. Industrial Alcohol Co. ....	4.33	8.76
Munsingwear, Inc. ....	9.50	8.72
Cuban-Amer. Sugar Co. (The) .....	6.92	8.63

088  
Net  
19274.20  
4.203.90  
3.803.60  
3.403.30  
2.902.70  
2.502.50  
2.562.40  
2.302.20  
2.102.10  
1.901.90  
1.801.50  
1.501.50  
1.101.00  
1.001.00  
1.000.90  
0.800.80  
0.700.60  
0.600.60  
0.300.30  
0.300.30  
0.200.20  
0.200.94  
0.980.98  
0.960.60  
0.500.928  
0.9180.901  
0.9000.899  
0.8990.876  
0.8720.872  
0.863% of Gross  
Saved for Net  
1926 1927

## COMPANY

Glidden Co. (The).....	9.35	8.63
Jewell Tea Co., Inc.....	8.51	8.56
Spear & Co.....	6.99	8.50
Lion Oil Refining Co.....	14.60	8.46
National Dairy Products Corp. ....	8.60	8.35
McCrary Stores Corp....	8.48	8.34
Remington Arms Co., Inc. ....	7.52	8.16
Fageol Motors Co. (Calif.) .....	2.97	8.02
General Asphalt Co.....	11.50	7.99
U. S. Steel Corp.....	8.89	7.96
Bamberger (L.) & Co... 8.55	7.95	
Sinclair Consol. Oil Corp. ....	13.20	7.92
Drug, Inc.....	8.75	7.88
Sherwin-Williams Co. (The) .....	7.38	7.88
Best & Co.....	7.77	7.82
Procter & Gamble Co. (The) .....	6.47	7.82
Gulf States Steel Co.....	8.34	7.81
Dodge Bros., Inc.....	9.98	7.68
C. G. Spring & Bumper Co.....	11.70	7.67
Melville Shoe Corp....	6.80	7.66
Macy (R. H.) & Co., Inc. ....	6.96	7.58
Reo Motor Car Co.....	6.49	7.56
Oppenheim Coll. & Co., Inc. ....	7.05	7.44
Mengel Co. (The).....	6.96	7.16
Gulf Oil Corp. of Pa.....	15.20	7.05
Indian Motorcycle Co.....	5.20	7.05
Montgomery Ward & Co., Inc. ....	4.79	7.03
Waldorf System, Inc.....	7.89	6.91
Devco & Reynolds Co., Inc. ....	7.80	6.84
U. S. Dairy Products Corp. ....	6.82	6.73
White Eagle Oil & Refining Co. ....	10.20	6.72
Hires (Chas. E.) Co. (The) .....	8.14	6.67
Kinney (G. R.) Co., Inc. ....	4.99	6.62
Associated Oil Co.....	11.50	6.52
F. & W. Grand 5-10-25 Cent Stores, Inc.....	6.31	6.51
Butterick Co. (The)....	3.25	6.36
United States Rubber Co.....	9.13	6.35
Pan-Amer. Western Petroleum Corp. ....	8.39	6.31
Mav Dept. Stores Co. (The) .....	6.88	6.30
Childs Co.....	7.31	6.27
Real Silk Hosiery Mills, Inc. ....	8.89	6.26
American Stores Co.....	6.30	6.17
Atlantic, Gulf & W. Indies S. S. Lines....	5.04	6.12
National Acme Co. (The).....	5.61	6.10
Hupp Motor Car Corp....	6.88	5.98
Endicott-Johnson Corp....	5.24	5.92
Amer. Bosch Magneto Corp. ....	5.60	5.89
Penney (J. C.) Co.....	7.66	5.87
Pure Oil Co. (The)....	8.23	5.87
Tenn. Copper & Chem. Corp. ....	11.90	5.87
Nat'l Distillers Prod. Corp. ....	2.36	5.73
Peoples Drug Stores, Inc. ....	6.66	5.69
Fair (The) .....	6.19	5.68
Vulcan Detinning Co. (The) .....	8.99	5.64

## COMPANY

Brown Shoe Co., Inc...	4.14	5.62
Emporium-Capwell Corp. (The) .....	7.21	5.60
Nashawena Mills .....	d0.32	5.56
Universal Pictures Co., Inc. ....	7.05	5.48
Southern Dairies, Inc...	8.90	5.47
Metropol. Chain Stores Inc. ....	4.81	5.46
Loft, Inc.....	1.87	5.45
Pacific Mills .....	0.49	5.40
Borden Co. (The).....	5.46	5.38
Grant (W. T.) Co.....	5.91	5.33
Arnold Constable Corp. ....	3.19	5.29
American Wholesale Corp. ....	3.91	5.20
Phillips-Jones Corp. ...	4.89	5.14
Consolidation Coal Co...	8.89	5.00
Elk Horn Coal Corp, Inc.	16.40	5.00
Tide Water Oil Co.....	8.40	4.94
Intern'l Mercan. Marine Co.....	0.01	4.88
Pillsbury Flour Mills, Inc. ....	3.07	4.64
Walworth Co. ....	4.59	4.48
Kelsey-Hayes Wheel Corp. ....	4.53	4.42
Stutz Motor Car Co. of Amer., Inc. ....	4.27	4.10
Calumet & Hecla Consol. Copper Co. ....	10.20	4.07
Electric Boat Co. ....	10.00	3.96
Sweets Co. of Amer., Inc., (The) .....	3.12	3.82
Worthington Pump & Mach'y Corp. ....	2.16	3.63
National Tea Co. ....	2.96	3.49
Washburn-Crosby Co. ..	1.78	3.33
Bloomington Bros. Inc.	5.18	3.30
National Dept. Stores Inc. ....	3.44	3.04
U. S. Distributing Corp.	3.43	3.01
Kroger Grocery & Baking Co. (The) .....	2.81	2.70
Pender (David) Grocery Co.....	2.70	2.54
Simms Petroleum Co...	18.30	2.47
Kraft-Phenix Cheese Co.	2.26	2.45
National Enameling & Stamping Co., Inc....	2.51	2.34
Atlantic Refining Co. (The) .....	4.97	2.34
Amer.-Hawaiian S. S. Co. ....	d7.92	2.31
Century Ribbon Mills, Inc. ....	d3.91	1.89
Cudahy Packing Co. (The) .....	2.56	1.82
Commercial Credit Co.	1.28	1.71
Commercial Investment Trust Co. ....	1.73	1.63
Federated Metals Corp..	0.00	1.61
Gimbel Bros., Inc. ....	2.74	1.21
Arlington Mills .....	0.33	1.16
National Bellas Hess Co., Inc. ....	0.79	0.90
Texas Pacific Coal & Oil Co. ....	18.40	0.86
Panhandle Producing & Refining Co. ....	d1.92	0.82
American Railway Express Co. ....	0.78	0.76
Transue & Williams Steel Forging Corp..	d4.85	0.40
Martin-Parry Corp. ...	9.58	0.24
Superior Steel Corp....	6.15	d1.04

(Continued on page 180)

## COMMON INDUSTRIAL MARKETING

# The Three Musketeers of Profitable Selling

## FACTACTICS\*

Notwithstanding the not uncommon complaint that "we are researched to death," knowing who's who and what's what has come to be recognized as the way out of unprofitable selling.

"This research man, this outsider, this scientific fellow, who asks a lot of questions that one can't answer, and other questions that one sees no sense in asking at all—what of him? What is the idea? The idea back of this asking and answering is the factor that is changing the advertising manager's job. The job is changing because the problem is changing, and the problem is changing because

the major accent has shifted from production to distribution—because sales costs are rising—because they have applied scientific methods to production, cut costs, and increased volume. They are going to do it in distribution. They have been doing it, and where it has been applied intelligently it has paid."

—Mr. E. St. Elmo Lewis,  
Sales Counselor

"We put up a motto on the wall in the research laboratory which said, 'Opinions will only be tolerated in the absence of facts.' We know there are a lot of facts in the advertising business. It seems to me that one of the most constructive things that you could do would be to ap-

propriate some certain amount of money and pick out some fellow who isn't too conventional and who doesn't believe that the world is quite finished and let him start a research department for this advertising association." (The I.A.A.)

—Mr. Charles F. Kettering,  
Vice President, General Motors Corp.

# McGRAW-HILL P

New York

Chicago

Cleveland

St. Louis Phila



## INDUSTRIAL AND ADVERTISING PROBLEMS

*No. 34 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.*

### DYNAMICS\*

Recognition, the goal of marketing, is secured through aggressiveness that plies the charted course to predetermined markets, with their known buying and reading habits.

"Probably there is no demonstration of marketing success more convincing in the long run than the standing of a manufacturer in the industries that he serves. The real job

of marketing, then, is to build up this recognition, product by product, and crystallize it efficiently into increased sales."

—From the McGraw-Hill study,  
*Industrial Marketing at Work.*

### HUMANICS\*

Facts, yes. Aggressiveness, yes. But in language that recognizes this sage commentary:

"All men are human beings and after that engineers, or presidents or

purchasing agents or ultimate consumers."

—From *The Lillibridge Viewpoint.*

\* If you know of a pithier, easier-to-pronounce term, please substitute it.

## INDUSTRIAL PUBLICATIONS

Philadelphia

San Francisco

London



## Golf at the Atlanta Biltmore

Three excellent putting greens have been constructed in the Atlanta Biltmore gardens. The hotel is located in a four-acre park—flowers, birds, sunshine, putting greens!

In addition to the convenience of having putting greens in the grounds, our guests are accorded full privileges of Atlanta's numerous golf courses, including the East Lake course, where Bobby Jones learned the game.

This is part of the Biltmore service.

Spacious, airy, outside rooms, delightfully furnished, amid pleasing environments—make a visit to the Atlanta Biltmore a "high spot" in hotel life.

## Atlanta Biltmore

A Bowman Biltmore Institution

Rates from

350

COMPANY	% of Gross Saved for Net	
	1926	1927
Gardner Motor Co., Inc.	0.42	d2.55
Williams Oil-O-Matic		
Heating Corp. ....	22.60	d2.59
Pittsburgh Coal Co. ....	d3.76	d2.68
Atlas Tack Corp. ....	0.50	d2.73
White Motor Co. ....	3.35	d2.73
Lima Locomotive Works, Inc. ....	9.41	d2.92
Yellow Truck & Coach Mfg. Co. ....	2.56	d3.27
Kresge Dept. Stores, Inc. ....	d3.73	d3.47
Peerless Motor Car Corp.	4.75	d5.16
Phila. & Reading Coal & Iron Corp. ....	2.65	d6.73
Ipswich Mills ....	4.13	d6.77
Consol. Distributors, Inc.	3.98	d8.00
Granby Con. Mining, Smelting & Power Co., Ltd. ....	d3.17	d8.38
United Verde Exten. Mining Co. ....	3.77	d8.65
Pathe Exchange, Inc. ..	5.89	d10.10
Marland Oil Co. ....	13.60	d11.00
Ajax Rubber Co., Inc.	d0.14	d11.30
Hamilton Woolen Co. ....	d1.40	d12.60
Pittsburgh Term'l Coal Corp. ....	5.32	d14.90
Penn. Coal & Coke Corp. ....	0.30	d17.10
Submarine Boat Corp. ....	d3.15	d17.30
Graham-Paige Motors Corp. ....	1.36	d19.40
Superior Oil Corp. ....	3.48	d22.90
Aggregate ....	9.75	9.12
d Deficit.		

### J. D. Bates, Jr., Joins Father's Advertising Agency

Joseph D. Bates, Jr., has joined the J. D. Bates Advertising Agency, Springfield, Mass., of which his father is president. He was recently assistant to the advertising manager of the Flintkote Company, Boston.

### W. F. George Joins "Chemical Markets"

William F. George, who recently disposed of his interest in W. F. George Chemicals, Inc., New York, has become advertising manager of Chemical Markets, of that city.

### Starts Own Advertising Business at Columbus

H. U. Schneider, formerly production manager of the Kline L. Roberts Advertising Agency, Columbus, Ohio, has formed an advertising and promotion service at that city.

### Advanced by Lima "Star & Republican-Gazette"

George E. McCormick, editor of the Lima, Ohio, *Star & Republican Gazette*, has been made editor-in-chief and general manager.

## Urges Industrial Advertisers to Act on Hold-Up Resolution

NATIONAL INDUSTRIAL ADVERTISERS  
ASSOCIATION  
CLEVELAND, AUG. 28, 1928

Editor of PRINTERS' INK:

I was very much interested in your answer to Mr. Rapp's letter which appeared on page 68 of your August 23 issue.

As the chairman of the program committee of the St. Louis Conference of the N. I. A. A., I made the arrangements to have Mr. Ashcroft of St. Louis introduce the resolution concerning advertising hold-ups, and I have reason to believe that the resolution is being widely used by our members.

At the Cleveland Twist Drill Company, with which I am associated, all of our officials have been shown copies of this resolution, although here it was not absolutely necessary inasmuch as our policy is to have all advertising made by the advertising manager. We adhere to this rather rigidly and the result is that even when importuned by personal friends, our officers are able gracefully to place the burden of turn-downs upon the advertising department—where, of course, it belongs.

Like every other concern, we, of course, have certain occasions arrive where it is impossible for us to get out of some particular advertising stunt, but I think it is safe to say that we have reduced these useless and wasteful expenditures to a minimum.

I trust that other members of the N. I. A. A. have seen your comment and if they have not already discussed this resolution with their superiors that they will do so immediately.

GEO. H. COREY,  
First Vice-President.

## New Account for Hurja, Chase & Hooker, Inc.

The Karas Electric Company, Chicago, manufacturer of electrical supplies and short wave and broadcast radio equipment, has appointed Hurja, Chase & Hooker, Inc., Chicago advertising agency, to direct its advertising account. Radio publications will be used.

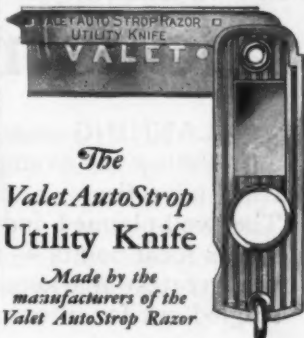
## Appoints Botsford-Constantine Agency

The Schneider Bros. Knitting Mills, San Francisco, and the Oral Products Company, Seattle, have placed their advertising accounts with the Botsford-Constantine Company, Inc., Pacific Coast advertising agency.

## J. L. Wick Buys Connellsville, Pa., "News"

The Connellsville, Pa., *News* has been purchased by James L. Wick and associates of Niles, Ohio. Mr. Wick is also publisher of the Niles, Ohio, *Times* and other weeklies in the Ohio section.

# The KNIFE of a thousand uses



## The Valet AutoStrop Utility Knife

Made by the  
manufacturers of the  
Valet AutoStrop Razor

SENT FREE  
TO EXECUTIVES

HERE'S an advertising novelty of great utility value. One that's entirely different. One that won't be discarded. It has so many daily uses that the man who receives it will carry it constantly.

Die-stamped with your advertisement, the message is unobtrusive but serves as a constant reminder of the firm which presented it.

The little wonder knife sharpens pencils perfectly, opens mail and packages, cuts paper, string or clippings, nips the end from your cigar, is handy for cleaning the nails and for many other uses.

Finished in nickel-silver, it won't tarnish. Slips on to the watch-chain or into the vest pocket. Can't get out of order. Lasts a lifetime. Made to hold Valet AutoStrop blade. Easily changed as needed—obtainable everywhere.

A lasting "good will" gift at the cost of a good cigar. Helps salesmen get friendly interviews. A corking prize or souvenir for conventions, anniversaries or holiday distribution. May be enclosed with mail.

Let us send a Utility Knife with our compliments. Then you can judge its permanent value. Just write us on your letterhead.

AutoStrop Safety Razor Co., Inc.  
Dept. C, Sales Industrial Division  
656 First Avenue, New York

# Go after this industry *hard*

**P**LANNING your industrial campaign? Follow the example of seasoned industrial advertisers and **CONCENTRATE**. The well-planned industrial campaign has for its focal points — industries which offer the greatest markets. These markets are singled out for intensive cultivation.

The Textile Industry, for instance, is deserving of the strongest effort. It provides nothing short of a tremendous market for a host of industrial products. Consider this great market in terms of your own product. . . .

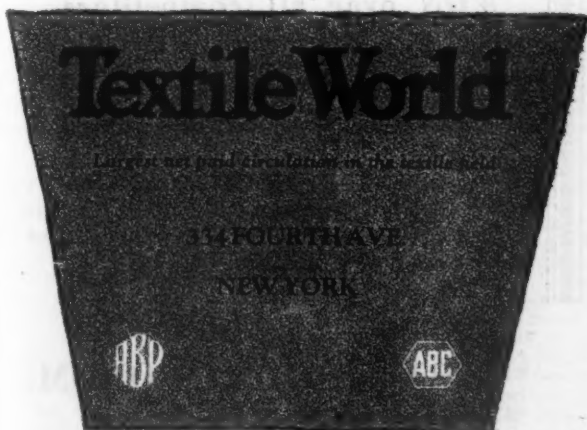
*Below: Preparing silk warp threads for weaving*



**H**ERE is an industry with an invested capitalization of more than six billions of dollars. Here is an industry of large units (easy to get at). Here is an industry which is second only to the entire Iron and Steel Industry in H. P. used.

When you think of coverage in the Textile Industry, you inevitably think of Textile World. It is the one paper in the industry which achieves complete coverage of the field. Advertising results are compatible. More than 800 advertisers on regular schedule testify to this.

"How to Sell to Textile Mills" — an interesting booklet, full of helpful information concerning this field — is yours for the asking.



118 Buyers  
 131 Presidents and Proprietors  
 46 Merchandise Managers  
 99 General Managers  
 43 Advertising Managers  
 25 Secretaries and Treasurers  
 14 New York Resident Buyers  
 5 Research Directors  
 5 Stylists

in 486 individual Department and Dry Goods Stores throughout the United States

### **VOTED**

on the best Merchandising Publications—

*and*

## **DRY GOODS ECONOMIST WON over all competitors**

This vote is the result of an Independent Investigation, conducted by a New York Advertising Agency\* in the interest of a client, determining the relative standings of Six Trade Papers among retailers.

***We Repeat—***DRY GOODS ECONOMIST commands First Consideration as the medium for any selling message to Department and Dry Goods Stores.

\* Name furnished on request.

# **DRY GOODS ECONOMIST**

239 West 39th St., New York, N. Y.

*offices in principal cities*

...n...

# Color Opens a New Sales Field for Accessories

Colt's National Campaign on "Foursome" Electrical Outlets Shows How New Uses of Color Create New Uses of Product

By Oscar DeCamp

THE subject of color as applied to manufactured products and articles of merchandise is being talked of today with increasing interest and intelligence. Applied first to articles of wearing apparel and personal use, color has spread to almost every field in the realm of home decoration, household equipment and building materials. Where yesterday color was given only secondary consideration in the design of a new product, it is today a matter of the first importance. Where it was first thought of as an eye-trap and a faddy trick to sell last year's customer a new model, it is now seen as a very practical device to sell every customer a cluster of products in assorted colors, one for each ensemble, occasion, service or mood. Thus we have not one umbrella, one handbag, one trunk, but a color-family of each. We have a different colored bathing suit for morning, afternoon and evening, cameras grave and gay, and tableware that will meet the color exigencies of every temperament and charm away the gloom from every social occasion.

One of the most interesting developments of the use of color in merchandise is its application to accessories—those products sold in markets built upon other markets. One such market of large proportions exists in the electrical field. Two secondary markets are here built upon a primary market. The primary market is the manufacture of electricity for which is required power apparatus and transmission equipment. The manufacture of electricity created a secondary market for electrical appliances. Both markets combined have created another secondary market for electrical supplies and accessories comprising a multitudinous collec-

tion of utility items, such as wire, wiring devices, poles, switches, sockets, etc.

Heretofore color has played a minor if not an insignificant part in the sale of any of these articles. This is not saying that color is not a part of many of these products, for it is, but not until now, so far as the present writer is aware, has any supply item or electrical accessory been sold to the industrial or domestic consumer on its color appeal. That color is about to become important in the sale of at least some electrical accessories in the domestic field is indicated by an extensive advertising campaign which has just begun to appear in the electrical and hardware trade press and in national consumer periodicals on the "Foursome" four-way electrical outlet and the "Kool-Pull" cord set manufactured by the Colt's Patent Fire Arms Mfg. Company, of Hartford, Conn.

A study of the ideas behind this campaign, as explained by D. G. Phelps, general sales manager of the electrical division of the company, shows what a manufacturer like Colt's thinks of the sales value of color as applied to two humble electrical supply items like an outlet and a cord set.

"The Foursome," said Mr. Phelps, "is a new and unique four-way attachment plug of considerable beauty and great utility. It was introduced with practically no advertising late in 1927 and found a considerable market awaiting it. Therefore, we decided to inform ourselves of the extent and breadth of this market. To this end we conducted a survey which showed us that consumers were ready for this device, and that dealers and jobbers were, as usual, willing to handle it but were waiting for



## The Winter Market for Your Product

When the sun "holes-up" for the winter, north of the Mason-Dixon Line, the big parade winds its way southward to Florida. And this is the logical winter market for your product.

In The Tribune's trade territory (designated by the map) 300,000 permanent residents are profitably employed by industry and agriculture.

In addition, 200,000 wealthy tourists make this section their winter playground.

The Tribune is the dominant sectional newspaper. Using it alone you can sell both masses and classes—and at the lowest cost possible.

## TAMPA MORNING TRIBUNE

S. E. THOMASON, Publisher  
S. C. Beckwith Special Agency  
National Representatives

signs of a demand. Hence we decided to engage in a national advertising campaign, using full pages and colors—colors, because of the present vogue toward such and because our product had such a beautiful color appeal.

"Our campaign began with two-page color inserts in the July and August issues of electrical and hardware publications, introducing the Foursome and the Kool-Pull to retailers. At the same time, two attractive colored broadsides were mailed to a selected list of over 30,000 dealers in electrical goods. During these two months our entire sales organization engaged in merchandising this campaign to dealers and jobbers. We provided our salesmen with a handsome case containing samples of all our advertising, photographs showing actual use of the devices in the home, business office, and so on, and samples of the devices themselves. We were thus able to achieve widespread jobber distribution on both products in order to be ready for the demand created by our national campaign. The national advertisements comprise full pages in colors in the September, October, November and December issues of a list of leading publications in the general, women's and home fields."

The first two-page color inserts in trade publications bore, on one side, a page advertisement on the Foursome, and on the other an advertisement on the Kool-Pull. The first consumer advertisement is a page in full color in a nationally circulated woman's periodical. Besides these dealer and consumer advertisements, other features of the campaign are two mailing folders to dealers, an eight-page consumer folder for counter and mail distribution by dealers, and an unusually full assortment of dealer help material comprising window cut-outs, counter cards, price cards, vending cards, display containers, and the like. Color has been lavishly used in the printing of every piece of matter. Thus the practical value of color in the product is stressed in every piece of advertising material to dealer and consumer.



# Cannon Sells Towels !

## —and how !

to plan for consumer copy. A survey showed that about 98 per cent of the company's output was bought by women. The modern woman, as a housekeeper, it was believed, would listen attentively and with respect to those who had made a successful business of housekeeping. The finest hotels of the country, to a woman's mind, it was argued, represented success in the business of housekeeping. The copy appeal, it was decided, was to be the endorsement of Cannon towels by the best hotels of the country. That copy, however, did not come into existence until 1924—four years after advertising had been decided upon. The first job was to get branded Cannon towels into hotels.

There were other reasons, in addition to a desire for consumer copy material, that made that job one of prime importance. Hotels, in a certain sense, were sampling outlets. They were the places where many people could see and use branded Cannon towels. Another reason, and a highly important reason, was that hotels constituted a sales outlet of great proportions. That volume was

THE success of the Cannon Towel merchandising program is a tribute to the power of well-planned, carefully executed advertising. The complete story is told in the lead article of **PRINTERS' INK MONTHLY** for August.

**HOTEL MANAGEMENT** is proud of its part in the Cannon campaign. Every month since June, 1922, Cannon Towels have been sold to hotel men in full page space in this business publication of the industry. And now **HOTEL MANAGEMENT** has been selected as the first hotel publication in which the new Cannon Sheets will be advertised.

We will gladly send you a reprint of the article on "Cannon's Step-By-Step Advertising Career."

—From **PRINTERS' INK MONTHLY**, August, 1928.

**AHRENS PUBLISHING COMPANY, INC.**

Member of ABP, ABC, NPA

NEW YORK

40 E. 49th St.

CHICAGO

222 W. Adams St.



## Bulletins Most Helpful Article to Salesmen Each Week

COLUMBIAN ENAMELING & STAMPING CO.  
TERRE HAUTE, IND.

### Editor of PRINTERS' INK:

There is not an issue of your admirable publication, *PRINTERS' INK*, that does not contain one or more articles of merit which can be used by us in our sales administration. Long ago we adopted the policy of taking the best article contained in the week's issue and redrafting it slightly to make it suitable for our own business, sending the redrafted article to our salesmen in bulletin form, or using it for other purposes. In this manner our viewpoint is more or less up to the minute.

While all articles are interesting, those particularly interesting to us have reference to the measurement of territorial sales possibilities and formulas which may be used to determine such possibilities. Another item in which we are interested is the measurement of salesmen's daily work, as well as the routing of salesmen. A salesman is such an indefinite quantity that it would behoove all of us, in the interest of economical merchandising, to work out more exact methods, bringing in mathematical formulas. We have such for production but to our knowledge there are none for sales.

The articles which we like best in the August 23 issue, without commenting on them individually, are:

"Marketing an Improved Type of an Old Product."

"Why Sargent & Company Dropped the Decimal System of Packing."

"New Merchandising Again Pushes Eskimo Pie to the Forefront."

"How Shall We Make Store People Know Our Merchandise?"

"Why Merchandise Is Returned by Consumers."

Making store people know our merchandise is a subject of interest to us, particularly so since we are working on this problem ourselves, and if the experiment being made now proves successful during the next three months, we shall be happy to let you know of the results and our method.

COLUMBIAN ENAMELING &  
STAMPING CO.,  
WERNER H. GRABBE,  
Secretary.

## To Direct North Western Expanded Metal Sales

Arthur J. Swanson has been made general sales manager of the North Western Expanded Metal Company, Chicago. He has been with this company for a number of years.

## Join Wisconsin Select List

The Berlin, Wis., *Journal* and the Rhinelander, Wis., *News*, have joined the Wisconsin Select List and will be represented in the national advertising field by the Weaver, Stewart Company, Inc., publishers' representative, effective immediately.



We do not pretend to know more about the sales departments of our clients than the men who are running these activities. True, we aim to be qualified to advise. But we make our major contribution in presenting our clients' products to the public in illustration and text that compel attention and induce sales.

## THE MANTERNACH COMPANY

*Advertising*

The Manternach Building · 55 Allyn Street  
HARTFORD, CONNECTICUT

# They're More Likely to Buy Your Goods in ATLANTA



**A** YEAR of close competition . . . volume production . . . a buyer's market . . . rising sales costs . . . diminishing prices. "What markets," asks the manufacturer, "are most favorable for my product? Where can I get the greatest volume at the lowest expense?" Today, and for months past, Atlanta has been the most responsive market in the South—and one of the most favorable in the United States. Investigate conditions here first-hand. You'll find an active buying market of more than 317,000 people—a market preferred over others in its net returns on your sales and advertising investment.

**"Good Business" Indicators make Atlanta an outstanding market for sales effort this fall**

**BUILDING ACTIVITY** means big payrolls during the coming months. Work is just starting on large projects totaling more than \$6,850,000. Permits already greater than total for 1927.

**POPULATION INCREASE**—To the normal growth of Atlanta, on October 1, 1,200 families (almost 5,000 people) will be added through removal here of the accounting department of the Southern Railway.

**IN LOCAL LINEAGE**—Atlanta was second city of 38 principal markets in the United States in local advertising gain for January-June, 1928. In June and July, The Constitution far exceeded other Atlanta newspapers in local lineage gain.

**RETAIL BUYING**, as reported to Federal Reserve Bank in April, May and June, shows Atlanta 22% to 57% higher than average sales volume (1923-25 basis). Sales throughout United States were only 1% to 7% higher.

**SAVINGS DEPOSITS**—Another business barometer—favors Atlanta. Increase for June over a year ago was 10% as compared with increase of 4.9% in Sixth Federal Reserve district.

## THE ATLANTA CONSTITUTION

**Advertising Representatives:**

*Eastern*

STORY, BROOKS AND FINLEY  
Parkway Square Bldg., NEW YORK

*Western*

CONE, ROTHENBERG AND NOEE  
360 N. Michigan Boulevard, CHICAGO

*Pacific Coast*

R. J. BIDWELL & COMPANY  
SAN FRANCISCO



Member A.B.C.,  
A.B.P. and National  
Shelter  
Group.

*Building Age and National Builder* leads all industrial papers in the country in paid subscriptions, as shown by A.B.C. records. In 270 fields represented by nearly 1,600 publications *Building Age and National Builder* stands predominant.

## Building Age

National  Builder

**M**ORE contractors and builders subscribe to *Building Age and National Builder* than any other publication. Among architects, its circulation compares favorably with that of any specialized architectural paper. It is read by a vast majority of dealers; it reaches a substantial number of all the other influential factors in the building industry.

Considered as a unit, its circulation tops any other publication in the field by thousands. Is it any wonder that advertisers regard *Building Age and National Builder* as the greatest selling force in this rich trade market?

### An extra value

The editorial features of *Building Age and National Builder* are definitely in keeping with the most progressive trends in the Building industry. This magazine, which so attracts intense interest, presents an extra value to the advertiser—a value which adds immensely to the sincerity and force of the message.

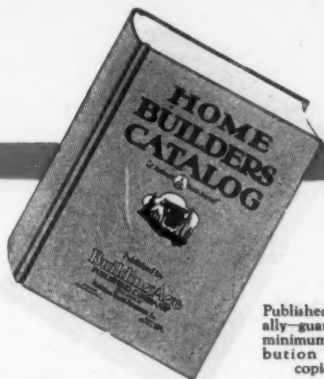
*Building Age and National Builder and Home Builders Catalog* belong to the group of twelve strong trade papers owned by National Trade Journals, Inc. As such, these publications are backed by strong financial resources, superior editorial, executive and service facilities.

**NATIONAL TRADE JOURNALS**  
401 West 31st Street, New York.

**Published to Help Business**

onal Builders  
pers in the  
criptions, as  
rds. In 1920  
nearly 1,600  
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ue.

*Home Builders Catalog* is the only organized service of the kind functioning in the building field. Each year, it constantly improving and enlarging its scope and general service value.



Published annually—guaranteed minimum distribution 20,000 copies.

# HOME BUILDERS CATALOG

"A National Trade Journal"

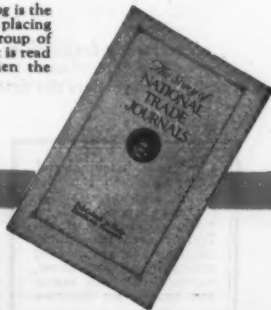
IN merchandising products used in home building, there are two salesmen—the dealer and the contractor—over whom you have no control. Bridging this gap between you and the ultimate consumer of your product, the home builder, stands *Home Builders Catalog*.

This is a combination co-operative catalog of materials used in home construction and a complete plan service. It is used by a majority of the home-building contractors in the United States.

When these contractors discuss plans and materials with prospective home builders, *Home Builders Catalog* is the one reference work constantly referred to. At these conferences, when final decisions are made, *your own story of your own product* will win many sales if prominently displayed in the Catalog Section of *Home Builders Catalog*.

Efficiently selling the home building market.

Advertising in *Home Builders Catalog* is the most efficient method ever devised of placing your sales message before a large group of buyers. It wins rich results because it is read at the most favorable moment—when the buyer's final decision is being made.



NATIONAL TRADE JOURNALS, Inc.

101 West 31st Street, New York

"The story of National Trade Journals" has been prepared for buyers of advertising. It is a clear presentation of the scope of these publications. Copies on request.

Business



The only A.B.C.  
publication in its  
field.

45.8% of all advertisers in this field use the JOURNAL exclusively.

An analysis of advertising—January to June 1928 inclusive, shows that out of 479 advertisers, SPORTING GOODS JOURNAL carried 384, of which 219 used this publication and no other sporting goods trade paper.

# Sporting Goods Journal

A National Trade Journal

**Y**OUR copy in this publication is placed before the leading Sporting Goods Dealers and Jobbers throughout the U. S. and Canada; also Department Store Buyers of sporting goods in the larger stores.

Every buyer of the product you advertise in this magazine is primarily a seller. *Sporting Goods Journal*, and the excellent organization behind it, are at all times striving to assist the merchant to increase his volume—making better outlets for you.

Most Sporting Goods Retailers have been established for years in their communities. Their stores are show places, they are excellent merchandisers, and unimpeachable credit risks.

The diversified lines sold by sporting goods stores opens a channel for many manufacturers.

An opportunity to assist you in adapting your line to our field will be welcomed.

Read wherever sporting goods are sold.

Advertising forms close the 23rd of the month preceding date of issue.

Reaches readers the first of the month of issue.

*Sporting Goods Journal* and *Motor Boat* belong to the group of twelve strong trade papers owned by National Trade Journals, Inc. As such, these publications are backed by strong financial resources, superior editorial, executive and service facilities.

NATIONAL TRADE JOURNALS CORPORATION  
120 West 31st Street, New York

Published to Help Business Prosper

in this field  
vely.  
g—Janu-  
e, show  
SPORT-  
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ing goods

Each issue of MOTOR BOAT con-  
tains a big, newsy Outboard Section.  
In addition to its magazine circula-  
tion, this section is separately distrib-  
uted to 4,500 actual dealers in Out-  
board motor boats and Outboard  
motors.



Also publishers  
of MOTOR  
BOAT TRADE  
DIRECTORY.  
Issued annually  
in November—  
the only trade  
directory of the  
field.

# MOTOR BOAT

*The Pioneer*  *The Authority*

A. B. C.  
CIRCULATION

A SALES campaign backed by advertising in *Motor Boat* will reach 720,000 motor boat owners! Let us explain—  
There are seven publications in the field with a combined circulation of 80,000—yet there are 800,000 motor boat owners in this country. Obviously 10% of owners read a motor boat publication. And that leaves 90%, or 720,000, who are beyond the direct reach of advertising in such media!

Investigation proves these 720,000 buy solely upon the recommendation of their local boat builder, marine engine dealer or marine supplies dealer. Advertise to these men, sell them your product, and they'll be your salesmen, selling your merchandise to this immense market!

*Motor Boat's* A.B.C. classification of distribution shows a majority of motor boat builders and marine engine or supplies dealers prefer reading this magazine to any other.

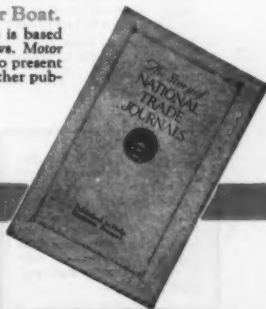
That's why the selling power of advertising in *Motor Boat* is so great.

## Why the Trade prefers Motor Boat.

Success in the motor boat business is based upon immediate knowledge of its news. *Motor Boat*, the only semi-monthly, is able to present news two to four weeks before any other publication.

NATIONAL TRADE JOURNALS Inc.

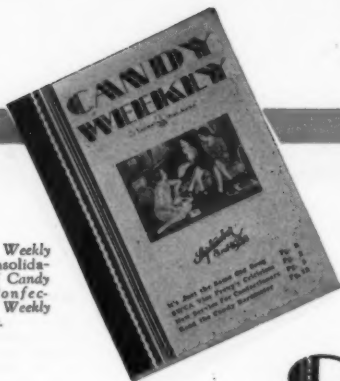
101 West 31st St., New York.



Business

"The Story of National Trade Journals" has been prepared for buyers of advertising. It is a clear presentation of the scope of these publications. Copies on request.

Candy Weekly is a consolidation of Candy and Confectioners Weekly Gazette.



Every Monday Candy Weekly features sound merchandising articles for manufacturers, jobbers and their salesmen. Such an editorial policy meets a distinct need in this field and has won the whole-hearted interest of every reader.

## CANDY WEEKLY

A National Trade Journal

**A**DVERTISING in Candy Weekly has to wage no single-handed battle for attention. Instead it is given every assistance!

It is placed next live, interesting reading matter—there's not a single buried ad. in the book. And then it reaches, and is read by all the worthwhile manufacturers, jobbers, etc. of candy in the United States—Candy Weekly's national circulation to a selected list of high buying-power readers assures this.

Through its leadership in circulation, Candy Weekly can place your advertising before these potential customers at lower per capita cost than any other medium!

Preferred by the industry's leading advertisers

Significant proof that advertising in Candy Weekly brings better results is this fact: The makers of the candies listed below are using two to ten times more space in this medium than in any other!

Baby Ruth	Love Nest	Clark Bar	7-11
Oh Henry!	Bit O'Honey	Old Nick	Shotwell Bars

And many others.

Candy Weekly and Canning Age belong to the group of twelve strong trade papers owned by National Trade Journals, Inc. As such, these publications are backed by strong financial resources, superior editorial, executive and service facilities.

NATIONAL TRADE JOURNALS, Inc.  
101 West 31st Street, New York

Published to Help Business Prosper



An exceptional merchandising market—an exceptional advertising medium—these are basic reasons for the phenomenal results of advertising in Canning Age.



Canning Age is the only monthly magazine now reaching the Canning Industry.

# CANNING AGE

"A National Trade Journal"

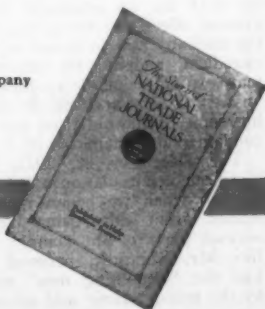
**CANNING FOOD** is a big thriving industry—one that is growing by leaps and bounds. It is a rich, purchasing market, buying vast amounts of supplies and mechanical equipment.

This industry regards Canning Age as an authority on production methods and plant operation. As such, this publication finds its majority of readers among factory managers. These men determine the processes used in any plant and buy all the mechanical equipment!

Advertising in Canning Age, appearing against a background of technical news, makes a profound impression on this highly selected audience. It is economical, effective and sound merchandising because it places your message directly before the people you want to reach.

Where These Industrial Leaders Profit  
by Advertising—You Will Too!

American Can Company  
Continental Can Company  
Taylor Instrument Company  
Goodyear Tire and Rubber Company  
International Nickel Company  
American Machine and Foundry Company  
Aluminum Company of America



**NATIONAL TRADE JOURNALS Inc.**

301 West 31<sup>st</sup> St. New York

"The Story of National Trade Journals" has been prepared for buyers of advertising. It is a clear presentation of the scope of these publications. Copies on request.

Business Prosper

# Mr. Shramek and His Waste Basket

Why We Cannot Help Him Approach the Prospect He Read About in "Printers' Ink"

L. J. SHRAHEK  
NEW YORK

*Editor of PRINTERS' INK:*

You will be interested, I am sure, in what I have to tell you.

One day last month I picked up from our waste basket an old copy of *PRINTERS' INK* dated December 22, 1927. Examining it, I just happened to open it to the page of your article "Back to Fundamentals." It was the only article I read in that book. Then I threw it back in the waste basket.

Now since that day I am haunted with an idea of a novel direct-mail advertising circular that would not be thrown away but would be kept and looked at many times, and would be shown to friends, and talked over. In other words, it would be a self-circulating perpetual advertising medium and as I cannot shake off the thought of it, I took the liberty of writing to you about it.

I would highly appreciate if you could some way put me in touch with the automobile manufacturer mentioned in your article and if my idea is accepted I surely will not forget you, since your article was an inspiration to me.

LOUIS J. SHRAHEK.

THE article which Mr. Shramek salvaged from his waste basket and then apparently promptly pitched back into that receptacle told of an automobile manufacturer who was on a quest for something new in advertising. He had tried all the accepted mediums and methods with a fair degree of success, but now required something out of the ordinary which had not been used. The writer of the article in question made this remark the text for an argument to the general effect that there was nothing basically new to be had in merchandising and that the automobile man would doubtless find the answer to his problem in applying some of the old tried and true fundamental principles.

The December 22, 1927, issue had been in circulation only a day or two when we began receiving letters from advertising men in various parts of the country who, like Mr. Shramek, believed they had the "something new" needed by the manufacturer and asking us

to give them his name so that they might communicate with him. Not having the least idea of the manufacturer's identity, they necessarily knew nothing of what he needed in a merchandising way; they had no means of knowing whether he was Henry Ford, A. R. Erskine, Alfred P. Sloan, Jr., John N. Willys or some newcomer in the business. Yet, offhand, they could tell him just what to do to make his business bloom like a rose! Lacking perhaps the waste basket facilities of Mr. Shramek's office (or, happy thought, perhaps they do not consign *PRINTERS' INK* to the waste basket at all!) they did not delay so long in seeking the manufacturer's name; neither did they make the somewhat suggestive hint about gratitude contained in the concluding sentence of Mr. Shramek's letter. But, in the essential features, all the inquiries may be classed together.

We informed these gentlemen by letter, as we now tell Mr. Shramek publicly, that the manufacturer in question was talking more or less confidentially to our staff writer and that therefore his name would not be divulged. He did not ask that his remarks be kept under cover, but in view of the intimate nature of the discussion, we concluded that it would be a breach of confidence, or at least a departure from good manners, to identify him. We later informed him of our reticence and he expressed appreciation of our refusal to expose him to solicitations from all points of the compass. And then he made a significant remark which means much to us. He said:

"Of course, I did not want my name mentioned, but it never would occur to me to make a statement to that effect to a *PRINTERS' INK* representative. If he did not have sufficient judgment and discernment to exercise such discrimination as was perfectly obvious, he

**O**ur clients without exception are doing more advertising in 1928 than ever before. In consequence we have need of increased organization. Among our immediate requirements is a copywriter. Experience in hardware, retail and jobber field. This man may now be on a hardware tradepaper editorial staff, or he may be actively connected with advertising or selling a product in the hardware market. We shall expect him to have a thorough merchandising knowledge. He must be able to work with us and eventually assume real responsibilities. Please write for interview, stating your qualifications, experience, age, and salary desired.

## BARRETT SMITH COMPANY

ADVERTISING

80 Federal Street, Boston

**Y**OU will find it worth your while to keep in touch with Canadian trade, jobbing, retail, financial, labour and political conditions—to know where and when your copy should appear, to know where, when and how sales and advertising strategy should be employed.

CONFER WITH  
**J.J. GIBBONS LIMITED**

Advertising in Canada  
NEW YORK OFFICE  
2152 Graybar Building  
Thomas L. Briggs, Mgr. for U. S.

— ● —  
● —

"Division of responsibility" amounts to the same as "too many fingers in the pie." Let us begin with idea or plan, & both design and print for you. Copy, too, if you wish.



**CURRIER & HARFORD · LTD**  
*Selective Advertising*  
460 W 34th St · New York · Longacre 7856

would not be a PRINTERS' INK man."

A few months ago one of our staff writers wrote to this same manufacturer asking for certain information for use in an article. In reply he received the minutes of a sales conference—a highly confidential book of some 200 type-written pages containing data that the company naturally would guard with the most jealous care. The manufacturer wrote that we could get out of the book the material that was needed, but said not a word about keeping the main portion of the document sacredly confidential. He assumed (and correctly) that it was totally unnecessary to caution us in this respect; furthermore, he paid us the subtle and acceptable compliment of assuming, as a matter of course, that we knew what to say and what not to say without any specific instructions from him.

Relations such as these with the leading manufacturers of the country—and instances of the kind could be multiplied—are among the elements that enable PRINTERS' INK to be of helpful service to the country's merchandising executives. It was not so very long ago that for a manufacturer to discuss his selling plans in print, or allow them to be so discussed, was unthinkable. Perhaps we are not displaying becoming modesty here but we feel impelled to make the statement that PRINTERS' INK has done its full share toward breaking down this reticence.

Every business has its secrets and a writer is bound to learn some of them when he is admitted behind the scenes. PRINTERS' INK writers are told such secrets again and again. When an executive can talk freely and openly to a writer, knowing that nothing will be written that should not be written, he is likely to reveal some facts and principles that really will be worth something. On the other hand, if he has to watch his step and weigh his words, the resulting article will be less valuable; perhaps there will be no article at all.

This is the reason, then, that Mr. Shramek's visit to the waste

**O**N a farm in Rockbridge County, Virginia, McCormick invented the reaper—the forerunner of a long line of machinery that gave new opportunities to agriculture.

On another farm in Virginia, a man named Ruffin first began experimenting with lime and found its beneficial effect upon the soil.

Here some of the all-important developments of agriculture had their beginning. And not the least of these was the beginning of the farm paper idea. Before McCormick perfected his reaper, the Southern Planter was being read by the leading plantation owners in the Old Dominion.

For 89 continuous years it has been the adviser of farmers in Virginia and her neighboring states. Its record on keyed returns grows more impressive with the years. There is no other paper quite like it. **THE SOUTHERN PLANTER**, Richmond, Va., Established 1840. Riddle & Young Co., Special Representatives: Chicago, New York, Kansas City, Atlanta.

*It might be worth money to you to know more about this territory. Write for a copy of "The Southern Planter and Its Territory." Full of eye-opening facts.*



*Home of the Southern Planter*

WHEN YOU USE SPOT RADIO ADVERTISING

*Write, Wire, or 'Phone*



THE NATIONAL BROADCAST AUTHORITY

## BUREAU OF BROADCASTING RADIO DIGEST

Established 1926

The Pioneer National Advertising Representatives

HANDLING EVERYTHING IN  
BROADCASTING

Six years of personal contacts with broadcasting in a national way. More information about radio stations, programs, personnel, rates, etc., than any other organization on earth.

*Originators and Sponsors of*

THE MODERN HOUSEKEEPING  
AND COOKING SCHOOLS

E. C. RAYNER, President

Chicago	{ F. T. Ryan, } 510 North Dearborn St.
	{ H. E. Rager, }
New York	Jack Miller, 116 West 39th St.
Cincinnati	H. A. Braunstein, 304 Provident Bank Bldg.
St. Louis	J. A. McCollum, 1411 Syndicate Trust Bldg.
Kansas City	J. H. Miller, 307 Interstate Bldg.

basket is not going to get for him the name of the prospect he is after. However, inasmuch as he admits the article was an inspiration to him, we feel reasonably sure that he will not regret his chance reading of it.—[Ed. PRINTERS' INK.]

### Columbian Art Works Purchases Success Line, Inc.

The Columbian Art Works, Inc., Milwaukee, lithographer and manufacturer of calendars, has purchased the Success Line, Inc., Chicago, maker of desk calendars. The Success Line will be moved to Milwaukee, and the entire sales staff will operate from the Columbian offices. H. L. Short, formerly president and owner of the Success Line has been made vice-president and treasurer of the Columbian company.

### Creston, Iowa, Newspapers Consolidated

Coincident with their recent purchase by Frank Thayer of Chicago and Joel R. Hill of Kansas City, Mo., the two daily newspapers of Creston, Iowa, the *Daily Advertiser* and the *Evening News*, have been consolidated and henceforth will be issued as the Creston, Iowa, *News-Advertiser*. Mr. Thayer is educational director and advertising counsel for S. W. Straus & Company, Chicago bankers.

### M. B. Bock and J. Goldstein with Capper-Harman-Slocum

M. B. Bock and J. Goldstein, both formerly with the Western office of The Stockman Publishing Company, have joined the Western office of Capper-Harman-Slocum, Inc. This latter organization, as announced in the August 9 issue of *PRINTERS' INK*, was recently formed to take over the Stockman, Lawrence and Rural publishing companies.

### F. J. Nixon with F. T. Seggerman Company, Inc.

Fred J. Nixon has joined the F. T. Seggerman Company, Inc., New York, manufacturing representative, as vice-president. He was formerly with the Hills Bros. Company, New York, and for the last five years has been with the Chas. B. Knox Gelatine Company, Inc., Johnstown, N. Y.

### George Mizen with "The American Weekly"

George Mizen, formerly Cleveland representative of *The Literary Digest*, is now with *The American Weekly*. His headquarters are at Cleveland.

## The Atlanta Journal

### Atlanta, Ga.

Six out of eight months this year have shown an advertising gain. The "dull" month of August was a bell-ringer; gain 128,002 lines. The Journal's August advertising footed

# 1,199,122 lines

It pays to know that

**Advertising in The  
Journal Sells the Goods**

## Good Binding is good salesmanship

Even the most inexperienced are attracted by a well designed cover and a substantial binding.

Whether you sell your books or give them away, it is sensible salesmanship to make the cover attractive and the binding suitable. As your reliable aid to this end, we have the crystallized experience of 36 years as binders for houses all over the United States.

Send for our ideas on your work.

## BROCK & RANKIN

Incorporated

619 So. La Salle St. Chicago, Ill.

Commercial Binders for 36 Years

# ANNOUNCING



## "Radio Advertising"

published monthly in the interests of Radio Broadcast Advertising is coming to you within the next few days.

It is full of splendid articles prepared for your better understanding of Radio, the nationally popular "Good Will Builder."

If you do not receive the initial issue of

## "Radio Advertising"

notify

**Radio Advertising  
Publishers, Inc.**

333 No. Michigan Ave.  
Chicago, Illinois

*Advertising rates on  
application.*

## Teaching Dealers the Value of National Advertising

(Continued from page 8)

knows it is bunk. Yet how many times manufacturers go to retailers with the story of demand.

It is doubly important for us, working as we are with plumbers who in most cases do not understand advertising, not to overpaint the picture. Once the plumber finds that we have overstated our case we suffer a black eye and advertising suffers with us. We want him to believe in us and in advertising.

Now we show a copy of a Church advertisement, the thing that builds resalability. Then, to clinch the argument, we once again call on a plumber, Carl C. Henry, of Philadelphia, who tells how he made a sale from an inquiry we sent him, actually taking the sale away from another plumber with an unadvertised product. How better could we possibly show the full force of our argument for resalability?

Often we hear the dealer saying, "Sure, advertising is all right. But national advertising doesn't hit any people that might buy from me. And if it does, it doesn't get many."

We answer this at once. We show a picture of a typical town and in this town a number of the roofs are painted red. "Every colored roof represents a Church message," we say. "Our advertising is local advertising in your town." That brings the story home. We then show outline maps of three cities, one large, one medium size, one small, and tell how many thousands of our messages go each month into each city. Then we list our mediums and advertising aids and show that 100,000,000 Church seat messages are working to create business for plumbers.

Now we let a plumber step in again. It is Ballantyne & Company, Derby, Pa., and the letter is reproduced exactly as written, grammatical errors and all:

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# I answer some pointed questions



**Question:** Why don't you offer specialized courses of spare-hour study instead of a broad Coaching Service embracing Advertising, Selling and Business Writing?

**Answer:** Too big a question to answer fully here. See my prospectus, sent free. Briefly, I can't see why an ambitious man or woman should be contented for long with a working knowledge of just one segment of business-building work. Today you may be primarily interested in sales correspondence, house-organ editing, general copy writing, the selling of space, or in research work. Can you be sure of your duties next year and the year after? Two subscribers of mine, taking new jobs, were asked to prepare a sales manual. They were glad that I had given them grounding in this big subject.

**Question:** How practical is the work done under your direction?

**Answer:** Well, first of all, the text-books I use afford a great variety of the most "practical" information that I have been able to gather. I supplement text-book study with loose-leaf reading guides, answers to live questions, bulletins on current topics, helpful exhibits, etc.

Many of the written tests are based on problems drawn from my daily work as advertising counselor and agent. My subscribers outline surveys, make reports, write advertisements and sales letters, lay out a sales course, suggest names and slogans, write business articles, house-organ editorials, prepare direct-mail campaigns and a cooperative promotional campaign—all of which receive close but friendly editing. They get the sort of drilling I would give a brother or a son were he working in my office. The tests I lay out bring out the best that is in a man. They also show me his weaknesses. It doesn't hurt him to let me see these. He is hiring me to help him. Busy business executives haven't much time to spend in teaching. They expect the man of real vision to get this broad grounding before he takes a job of responsibility. Lots of young men want the big opportunity first; then, if they have any time, they might be willing to do a little studying.

**Question:** Are your requirements hard?

**Answer:** No. Nothing unreasonable about them. If inquirers will write about their educational preparation and the work they have done, I'll give my best counsel. I recently returned the greater part of the fee paid by one man, because I regarded him—after a fair trial—as being hopeless. I refused to take a subscrip-

tion from an experienced man just because his expectations were ridiculous. He wrote that he threw all printed information into the waste-basket. He complained because he got only three personal letters after sending me only seven words of information about himself and he asked how soon he would be placed by me in a high-salaried job.

**Question:** What can you assure as to better employment?

**Answer:** Only that your increased ability, if you follow my Coaching Service faithfully, will certainly put you in line for larger opportunities. I can give a qualified subscriber a big return for the modest fee he pays me—if he is willing to work intelligently and persistently. Here and there I have been able to aid a worthy applicant to get a much better job. Four of my group have recently stepped up to much bigger things. I believe I have the respect and confidence of most of the advertising, publishing and printing world. I am asked now and then to recommend men or women for certain jobs. I'm glad when I can thus serve employer and my subscribers.

**Question:** As this is a presidential-election year, wouldn't it be well for one to wait until next year perhaps before beginning a course of study?

**Answer:** Certainly—if you are, by nature, a waiter—as most people are! When 1929 comes there's a ten-to-one chance that you will conclude to wait a while longer—for more time, more pleasant weather, better conditions, etc. The fine thing about most people "waiting" is that advancement to bigger responsibility is made a lot easier for the chap who doesn't wait.

An inquiry form is attached for your convenience if you are the "one-in-ten" type of man or woman, willing to use spare hours faithfully on the chance—which is a good one—that the business world is ready to buy at a good price any high-class service that you prepare yourself to deliver. I'd rather have a letter about your present work and your aims.

*S. Roland Hall*

## S. ROLAND HALL

Advertising Counselor and Agent.

Box 624, Easton, Pennsylvania.

Your frank message appeals to me. I'd like to read, without obligation to act, the information you offer about your Coaching Service in Advertising, Selling and Business Writing, given by mail. My present work is that

of .....

Name .....

Full address .....

P.I. Sept. 13

**\$1.25**  
per  
Thousand

# LITHOGRAPHED LETTERHEADS

BLACK INK  
on 20 lb.  
White Stock

Finer Bond Papers at slight additional Cost. Prices and samples gladly sent on request.

**Our Central Location Saves  
You Shipping Time and  
Expense**

	Per Thousand
50,000 or over.....	\$1.25
25,000.....	1.50
12,500.....	1.75
6,250 (Minimum Quantity).....	2.25

(F. O. B. St. Louis)

## Engravings at Cost

Exceptionally Low Prices on Invoices, Statements, Order Blanks, Envelopes, etc., to match letterheads.

**St. Louis Lithographing Co.**  
312-14 N. 3rd St., St. Louis, U. S. A.

*The market survey that only measures the extent of the market and defines the existing conditions is of little value.*

To get the underlying reasons why those conditions exist takes real research and a trained research organization.

Unless you know the reasons, how can you intelligently determine what you need to do?

This organization confines its work wholly to Market Research—it has nothing else to sell.

**R. O. EASTMAN**  
**Incorporated**

7016 Euclid Avenue . . . Cleveland  
113 West 42nd Street . . . New York

Gentlemen:

We Sold this Man. Chas. J. Hammer a Church Seat. Thank You.

If more jobbers and those Manufacturing Merchandise would do as you have done it would help business in general.

This Man if he needs anything or if his neighbor wants anything, tries to get it at wholesale, and the trouble is he too often does so.

You can't beat that for a sincere testimonial, and don't forget the plumber appreciates its sincerity.

We now begin to talk to the dealer concerning methods of co-operation. We tell him that our advertising will not give him maximum results unless he co-operates by using our Church distributor service, consisting of letters, folders, window displays, cross sections, store hangers, booklets, electrotypes, mats and metal signs.

We then deliver the following homily on advertising:

Will you accept the help offered?

If you won't you are shorting yourself on profits, and profit is the thing that makes the wheels go 'round.

This is not a sermon on advertising but there are certain things you can get from the advertising of Church Seats.

All advertising is local advertising.

Advertising creates confidence in a product—and if correctly handled Church Seats can be sold by you at a profit. Here is how it works:

The consumer sees or reads an advertisement. The advertisement is bound to make an impression—everything we see or read makes some sort of impression.

You, of course, can't be there when the advertisement is read, but you can continually remind the consumer of the product.

She receives a letter from you or sees your advertisement or your display or is told of the product she has already read about. Naturally this kind of continuous effort makes a deep impression.

After showing the booklet which we send out to consumers who clip the coupons from our advertisements we tell the dealer how selling Church Seats opens the door for the sale of other plumbing fixtures. We then quote from two letters wherein plumbers tell how leads for Church Seat sales led to the sales of other products. Again the dealer himself clinches the argument.

Next we reproduce a letter from a consumer who lives in Buffalo and writes to ask us to send a

# • • • • A NEW BOOKLET ABOUT STYLE

BUILDER AND DESTROYER OF MARKETS



**STYLE . . . constantly changing**  
**. . . increasingly potent power in**  
**modern industry . . . STYLE. Over-**  
**night it builds new markets . . .**  
**destroys old ones . . . as style-**  
**conscious America eagerly re-**  
**places out-moded products. This**  
**new booklet, "Style in Modern**  
**Advertising" . . . prepared by the**  
**Division of Style Service of the**  
**Lyddon & Hanford Company . . .**  
**discusses style and the new**  
**American spirit in relation to**  
**modern business . . . Sent gratis**  
**to executives requesting copies**  
**on their business stationery.**

**LYDDON &  
HANFORD**  
 . . . Company . . .  
**Advertising**  
 110 E. 42nd St., New York  
 11 James St., Rochester  
 LONDON . . . PARIS

# THE NEWS TRIBUNE-LEDGER

## Tacoma, Wash.

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### ANNOUNCEMENT

On and after Sept. 15, 1928, lineage in The Tacoma News Tribune-Ledger, published by the Tribune Publishing Company, will be sold as one paper, 16c per line daily; the Sunday Ledger will be sold separately, 10c per line as heretofore.

However, no order will be accepted for service in the daily News Tribune alone or the daily Ledger alone after Sept. 14, 1928.

The 58,947 A. B. C. net circulation of the News Tribune-Ledger gives advertisers complete coverage of Tacoma, Pierce County and Southwest Washington.

National advertising will be handled by

D. J. RANDALL & Co.	THE FORD-PARSONS Co.
347 5th Avenue	360 N. Michigan Ave.
New York City	Chicago, Ill.

R. J. BIDWELL & Co.  
742 Market St.

San Francisco, Cal.  
Los Angeles and Seattle

**TRIBUNE PUBLISHING COMPANY**  
FRANK S. BAKER, *President and Publisher*

sample of our product since he has never seen one in Buffalo. This gives us an excellent opportunity to reiterate our statement that national advertising cannot do the whole job. Here is a man who wants to buy but because no plumber has used our direct mail, our store sign or a window display has never seen a sample. The moral is obvious.

We then close the portfolio with a few more recommendations and an explanation of our new color merchandise.

In the back of the portfolio is a pocket in which the salesman carries samples of our helps and also a map of the particular section of the city in which he is working. There on that map he points out to the dealer our advertising circulation in his particular section by means of the coverage of the newspaper we are using for roto-gravure. Right up to the last we talk in terms of the plumber's own business, his own neighborhood, his own profits.

I believe the reasons why the portfolio is successful are as follows:

1. It talks in terms of the plumber's own interest, his profits.

2. It doesn't ask the plumber to take our word for our arguments. We let other plumbers clinch the sale—by showing their actual letters. I was surprised when I studied our files to see how wealthy they were in material, proving our advertising case. I have since wondered how many other advertisers have thought of their files as a source of such material.

3. It doesn't talk demand. It talks resalability. We don't ask the plumber to believe impossible statements. We don't try to paint a sweet picture of what advertising may do. We stick to fundamentals and tell him what advertising actually will do.

4. It gives our salesmen their sales story in its best form. It assures us that they will always tell the same story and will tell it logically, leaving out nothing, nor will they add too much extraneous matter.

5. It is built on the sound idea

## Opportunity Calls—

### An account executive

who has his  
eye-teeth cut

### A writer of advertising

who is now earn-  
ing a sizable salary  
because he has  
passed the cub stage

### An art director

who is an ART  
DIRECTOR

### Address 4A Agency

"W," Box 103,  
Printers' Ink

## Wanted Sales and Advertising Research Manager

A large automobile manufacturer is seeking a man to head a department for conducting practical research studies bearing on its advertising and merchandising operations.

This man should be of the executive type with a mind trained along technical lines but tempered with a psychological viewpoint. He should have practical advertising and selling experience. He must have cooperative ability to an unusual degree and be able to "sell" his ideas to others.

He should know how to write in a simple, direct and forceful style.

The work is of a new and unusual character. The man will have to build his job as he goes along. He must have youth, adaptability, imagination and the desire to work hard.

Please give age, salary requirements, and summary of experience and education.

All communications treated confidentially.

Address "M." Box 247,  
PRINTERS' INK.

that advertising is a force that works basically for all businesses alike.

Our business may be different in many ways. On the other hand, we are proving every day that it lends itself to the application of good advertising and merchandising principles which have worked for corn flakes and soap and are now working for our product. I don't suppose that any phase of our campaign is based on a new advertising or merchandising principle. We have merely taken proved ideas and applied them. Our application may be different in some particulars but at the bottom we are just using the principles which have proved effective in other businesses.

One of the most important things any manufacturer can do today is to get his dealers to believe thoroughly in advertising. In our field we are working with dealers who for the most part have never really had the story of advertising explained to them. In other fields, however, the story has been told, but not always in the right way. We believe sincerely that the retail merchant today needs the story and once he understands it will co-operate to the fullest extent.

### Any Claimants?

NATIONAL FRUIT FLAVOR COMPANY, INC.  
NEW ORLEANS, LA.

Editor of PRINTERS' INK:

We would greatly appreciate if you would advise us at your earliest convenience, if you know, or have heard, of anyone using the slogan "Puts the Sparkle in the Party."

Thanking you for an early reply,

H. R. McBride,  
General Manager.

(TELEGRAM)  
SEARS, ROEBUCK AND CO.  
PHILADELPHIA

Editor of PRINTERS' INK:

Please inform whether slogan "Upon Your Satisfaction Depends Our Success" is being used by any advertiser. Please wire collect.

SEARS, ROEBUCK AND CO.,  
W. J. SCHULTZ.

### Appoints Seattle Agency

The Mission Products Company of California has appointed the Western Agency, Inc., Seattle, Wash., to direct a territorial advertising campaign for "Orange Dry." Newspapers in the Northwest will be used.

## A New Service

# In Radio Broadcast Advertising

The purpose of our service is to facilitate the intelligent and profitable use of single and grouped individual radio stations by maintaining up-to-date information on which plans may be safely based.

The few National Advertisers already using individual Broadcasting Stations singly, in sectional groups, high spotting, or National coverage, have found the flexibility and adaptability of this plan ideal to meet any individual distribution needs and purposes.

We have accumulated data covering each of 198 individual stations, relating to rates, time available, talent facilities and costs, special announcements, talks, and possibilities of participation in specially featured daytime programs of interest to housewives. Data concerning the complete broadcasting activities of each of these stations is here, together with possibilities of commercial sponsorship of popular features.

We are officially appointed eastern advertising representatives for sale of time for 148 of these stations, and offer to National Advertisers and Advertising Agencies not only this wealth of data and information (not available through any other single source), but also simplification in assembly and use of any desired grouping of two or more stations — one set of instructions, one billing, with regular agency commission to recognized Advertising Agencies.

We have startlingly convincing evidence of unusually profitable results from use of individual broadcasting stations.

### SCOTT HOWE BOWEN, Inc.

The Radio National Advertising Bureau  
522 Fifth Avenue      Phone: Vanderbilt 1108  
New York City.

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# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**  
*Founded 1885 by George P. Rowell*

**PRINTERS' INK PUBLISHING CO., INC.**  
 Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

**Chicago Office:** 231 South La Salle Street, GOVE COMPTON, Manager.

**Atlanta Office:** 87 Walton Street, GRO. M. KOHN, Manager.

**St. Louis Office:** 915 Olive Street, A. D. MCKINNEY, Manager.

**San Francisco Office:** 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
 ROBERT W. PALMER, Managing Editor  
 ROY DICKINSON, Associate Editor  
 ALBERT E. HAASE, Associate Editor  
 BERNARD A. GRIMES, News Editor

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A. H. Deute, Special Contributor

Chicago: G. A. Nichols

Frederic W. Read

London: Thomas Russell

NEW YORK, SEPTEMBER 13, 1928

## Now Is the Accepted Time

It has always been the custom of PRINTERS' INK to confine its suggestions to the individual advertiser to the field of fundamental principles. We possess no such stock either of omniscience or infallibility as would justify us in going to and fro, pointing with superior air to a host of otherwise overlooked and immediate opportunities. But at times such an opportunity appears to us to loom so large, so luscious and so little noticed that it would be mere selfish affectation to refrain from comment upon it.

Such an occasion seems to present itself in the temporary preoccupation of a large portion of the business community in a number of rather extraneous questions of sociological, religious and sentimental, rather than commercial

consequence—a preoccupation that threatens to spread and intensify, rather than diminish, from now until the first Tuesday after the first Monday in November.

We yield to no one in our enjoyment of a real old-fashioned American political campaign; and it is undeniable that the present election holds out more promise of bringing back the good old days of Andrew Jackson, of the bloody shirt and the short and ugly word—perhaps even of the torchlight procession—than any in which we have been privileged to join, in a generation or two. And yet, curiously, people do continue to buy things, even though they stop in the act to argue politics with the butcher, the baker or the candlestick maker; and here and there an astute person is remembering that fact, to his own considerable advantage.

We hear much of the law of diminishing returns in advertising, and of the terrific increase in competition among advertisements for the reader's attention. But a pleasing reversal of this law takes place when most of your competitors stop to talk politics and gloomily to await the catastrophic effect upon business of the election of the wrong man—we are unable, ourselves, to say who the wrong man is, because we can find no agreement among our informants as to his identity.

About the seventh or eighth of November practically all these good folk are going to experience a vast change in the spirit of their dream, and to realize anew that there is plenty of business to be had by the firm able and willing to advertise and merchandise intelligently, aggressively, and on a well-planned and suitable scale. But what about the people who do not have to wait until then?

Most yacht races are won by the skipper who knows how to bring his boat up to the line at the starting gun, already under full headway, with all sail set and drawing. A lot of valuable advertising momentum is going to be gained, between now and next November, by the concerns that understand this principle.



### Selecting the Try-Out Market

The development and increased use of the try-out campaign has been one of the outstanding trends in advertising during the last few years. Great successes in the tooth-paste field such as Pepsodent and Listerine were a direct outgrowth of testing the product first in a restricted locality and watching how it worked. In scores of other fields where new products have come along and overtaken established products in a short period of time, the test campaign has been an important factor. A test may sometimes be in a geographical locality; at other times directed to a new type of customer. In advertising, copy is the final and deciding factor. Trying out the copy in a logical market is a sensible way to secure the best copy for the purpose.

The good copy writer has been taught to disregard his own preferences as to style of expression, emphasis, selling points, the angle he takes, what is to be said and how it is to be said. He has become convinced that a piece of copy is good only after it has been tried out. He realizes he must subordinate his own likes and dislikes to the habits of speech and the buying customs of the people he is attempting to sell. When a new product is worked out in the factory, or a new copy angle suggested, the next thing is to try it out.

Some of the factors to be carefully considered when picking a try-out locality are these: Present volume of business, retailers rated well as to credit and progressive in business methods, a wholesale distributor who will play ball, a salesman above the average in his ability to offer resale ideas, extent of present distribution in relation to possible outlets. The new copy angle which looks like a winner is then tried out in one or more cities that rate well when compared to these factors.

Try-out cities are being selected less by hunch and guesswork and more by some such definite basis of judgment. The answer to "where is a good try-out city for

a new product or new copy?" is found in a close study of the product itself in relation to factors which have a definite bearing upon its sale.

### Too Good to Be True

It is easy enough to understand why and how so many prominent manufacturers fall for the advertising racketeer. Many times the racketeer shakes a big club in the form of political or social influence which actually frightens the advertiser into action.

But when we hear of other schemes which cause well-known manufacturers to trip over one another in their haste to sign up, we must confess that we are both amazed that such childlike credulity exists in executive circles. These are schemes in which no threat, implied or otherwise, enters. They are put up to manufacturers as sound business propositions. True, they usually seem too good to be true, but, strangely, this does not arouse suspicion. Consider the following:

A company was organized to be known as the Grecian Trading Company. Its letterhead stated that it controlled a chain of over seventy Greek grocery stores located in a large city. The names and addresses of the stores appeared on the letterhead. The company wrote to manufacturers submitting this plan:

"We will pay you 50 per cent in cash for your merchandise at regular wholesale prices. The remaining 50 per cent we will invest in advertising in the leading Greek paper in this city. The merchandise will be placed in our seventy stores. Because we buy space in this paper in large quantities we can get preferred position at run-of-paper rates. This advertising allowance is only for the initial order."

Does it seem conceivable that any prominent manufacturer would agree to such a proposition without investigating the company making the offer? Well, a number did. Probably they reasoned in this manner: The Greek market in that city is a large one. We don't advertise to it. We don't reach many

of the Greek population. Here is a quick way of getting our merchandise in most of the stores selling to them and getting preferred position at run-of-paper rates.

What happened? In the first place, the names that appeared on the company's letterhead were picked from the telephone book. The merchandise was never distributed to the stores. Instead, it was sold to jobbers at less than the manufacturer's price. How could this be done? Because the advertising space for which manufacturers were charged twenty cents a line, cost the so-called "Grecian" company only five cents a line, inasmuch as it had placed a 100,000 line order with the newspaper. In other words, instead of spending \$500 for advertising, it spent only \$125. Therefore, merchandise that sold at \$1,000 wholesale, cost it only \$625. Consequently, it could sell this merchandise to wholesalers for \$800 and still make a profit of \$175 on each transaction, while the wholesaler got the goods for \$200 less than he could buy them from the manufacturer.

The occasion entitles us to moralize. We should like to say to manufacturers—beware of any distributive scheme which appears to be too good to be true. Distribution, like most everything else in life, has to be secured by the sweat of one's brow. When it is handed out on a silver platter, look out for a catch.

Another point we should like to make is that any advertising paid for by a manufacturer ought to be supervised by the manufacturer. It seems unnecessary to admonish manufacturers not to give another organization money for advertising purposes unless the manufacturer knows exactly where the money is to be spent and the advertising rates of the publications to be used. Yet, this incident indicates that such advice is needed.

### ***The Retailer and the Big Buyer***

An urgent need arose in a company making a novelty product to beat the sales quota which had been previously set. Sales had gone along with a logical and steady

increase and the modest quota which had been set earlier in the year was being met from month to month. Then there came to the head of the company the opportunity to do some new and helpful refinancing soon after the first of next year if his sales between now and the end of the year show an increase considerably above the quota curve. In the contingency one of the company salesmen made a suggestion which is working out in fine fashion.

He told how he had approached one of his best dealers a short time previously with the suggestion that he would act as the retailer's employee in an attempt to sell a few of the large potential buyers. With permission from the retailer he called upon three hospitals in the city and two other institutions with the suggestion that the patients there would be greatly interested and aided in their convalescence by the novelty on sale at the store he was representing. He came back with one big order and several new and valuable leads which he turned over to his customer. He offered this experience as a policy for other salesmen to try. A complete outline was worked out on paper, other large prospective buyers in any city suggested, and the whole plan put into a special hurry-up bulletin signed by the president and mailed to the sales force.

Its record of results so far has been remarkable. It stimulated quick and effective action by the suggestion of a new selling idea which appealed to the salesmen as being both logical and timely. They developed an appreciable volume of new business.

The big buyer in a locality is often overlooked by the retailer there. The latter is usually too busy and too short handed to send missionaries out to scout for big orders among potential large purchasers.

While it may be classed as a form of desperate selling, helping the retailer to sell the big local buyer is one method of adding sales quickly at a time when the absolute necessity for a quick sales increase arises.

*Make sure  
that your advertising is guided  
by adequate experience*

Mature in years, wide of experience, open of mind, sincere of purpose, principals in this enterprise, the representatives of McJunkin Advertising Company give to clients a quality of organization service which is akin to insurance of successful results. Correspondence upon the part of manufacturers of products with national possibilities is invited.

McJUNKIN ADVERTISING COMPANY

DOMINANT IDEA ADVERTISING

228 NORTH LA SALLE STREET AT WACKER DRIVE

CHICAGO

# Advertising Club News

## New York University Men in Advertising Re-Elect

At its first fall meeting held at the Yale Club, New York, on September 10, the New York University Men in Advertising re-elected the following officers for the coming year: President, Robert Degen; vice-president, Douglas Taylor; secretary, Otto Kleppner and treasurer, Robert Levenson.

The executive committee re-elected includes Val A. Schmitz, Warren Perry, Willis B. Parsons, J. M. Jones, Frank W. Townshend, Jerome Weinstein and L. W. Giellerup.

Inaugurating a new policy of choosing speakers at the association's monthly luncheon meetings from among members, the first meeting devoted itself to the topic of "Radio Advertising." Among the members who spoke on this topic were Mr. Schmitz and Mr. Degen. As in that meeting, it will be the intention of the association at future luncheons to select those of its members best qualified to discuss the topic selected to be followed by a round-table discussion and questions from members.

\* \* \*

## Cleveland Club Appoints Committee Chairmen

H. C. Parson has been appointed chairman of the membership committee of the Cleveland Advertising Club. Among the other appointments of committee chairmen are Charles W. Jauch, new membership; Roy Shanks, president, speakers' division; I. I. Sperling, "Torch," and J. C. Barker, golf.

W. C. Dunlap was made chairman of the committee for the convention of the Direct Mail Advertising Association; Paul Laferty, of the direct mail division, and Charles W. Mears, of the educational committee.

\* \* \*

## New York Women's League Appoints Chairmen

The following committee chairmen have been appointed by the League of Advertising Women of New York: Crete Cochran Dahl, program; Kathleen Goldsmith, publicity; Dorothy Crowne, membership; Kathleen Kennan, vigilance; Dorothy Higgin, editor "Advertising Women," and Laura Rosenstein, on-to-convention.

\* \* \*

## Irish Advertising Agencies Form Association

An organization which will be to Ireland what the American Association of Advertising Agencies is to the United States, has been formed at Dublin by the principals of Irish advertising agencies. It will function under the name of the Advertising Agency Organization.

## National Better Business Commission to Meet

The thirteenth annual conference of the National Better Business Commission will be held at Chicago from September 17 to 21. Among those who will address the conference are Henry R. Hayes, of Stone & Webster and Blodget, Inc.; Horace J. Donnelly, solicitor of the United States Post Office; William P. MacCracken, Jr., Assistant Secretary of Commerce for Aeronautics; Merryle S. Rukeyser, and Edward T. Hall, vice-president of the Ralston Purina Company, and president of the National Better Business Bureau, Inc.

\* \* \*

## J. L. Adams, Manager, Louisville Bureau

John L. Adams, who has recently been district superintendent for the Curtis Publishing Company, in Kentucky, West Virginia, Southern Ohio, Indiana, and Illinois, has been elected manager of the Better Business Bureau of Louisville, Ky. Mrs. Georgia Jones has been made assistant manager of the Bureau, Edward H. Disselkamp, manager of the fraud department and Miss Susie Lee Ditto, merchandise manager.

\* \* \*

## Engineering Advertisers Elect R. W. Staud

R. W. Staud, advertising manager of the Benjamin Electric Company, Chicago, has been elected second vice-president of the Engineering Advertisers' Association, of Chicago, in which capacity he will also act as chairman of the program committee. He fills the vacancy left by the resignation of George C. Williams, of the Northwest Engineering Company, Inc., Chicago.

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## Regent Club Opens New Clubhouse

The Regent Advertising Club, London, Eng., has opened a clubhouse of its own. It lays claim to the distinction of being the first advertising club in England to have its own premises. The Regent club joins the New York Advertising Club and the Poor Richard Club, of Philadelphia, in the maintenance of its own establishment.

\* \* \*

## Kansas City Sales Managers Appoint Committee Heads

The Sales Managers Association of Kansas City, Mo., has appointed the following as chairmen of committees: Fred Einhorn, entertainment; H. P. Comstock, attendance, reception and acquaintance; R. C. Hopkins, publicity; W. W. Hammel, membership, and Richard Richardson, program.

## To Discuss Past, Present and Future of Bank Advertising

**"YOU and Your Bank, Yesterday, Today and Tomorrow"** forms the base upon which has been built the program for the annual convention of the Financial Advertisers Association. The convention is to be held at Utica, N. Y., from September 16 to 20. The first two days will be given over to a meeting of the board of directors, study of exhibits of financial advertising and the annual golf tournament of members.

The program follows:

*Sept. 18, morning:* Clinton F. Berry, president of the association, presiding; A playlet, "Before and After Taking," described as a portrait of banking through a score of years. "The Prescription," Carlton K. Matson, chief editorial writer of the *Cleveland Press*.

Jeremiah W. Jenks, president, Alexander Hamilton Institute, will talk on "The Gold Exchange Standard as a Remedy for a Disordered Currency."

*Noon:* Chairman, A. E. Bryson, vice-president, Halsey, Stuart & Co., Chicago; speaker, David Lawrence, *United States Daily*, Washington, "America's Place as Washington Sees It."

*Afternoon:* *Investment Banker's Session*—chairman, Horace Townner, vice-president, Lawrence Stern & Co., Chicago; "Financial Advertising in Canada," R. H. Dean, of Nesbitt, Thomson & Co., Montreal; "Improvement of Issue Advertising," George Dock, of Wm. R. Compton Co., New York; "Legitimate Financial Publicity," Lee Moser, of Albert Frank & Co., New York, and "Correlating Advertising with Other Departments in a Financial Institution," Jackson Martindell, Stone, Webster & Blodget, New York.

*Trust Development Session*—chairman, A. Douglas Oliver, Provident Trust Company, Philadelphia; "Insurance and Trusts," Dr. Solomon S. Heubner, University of Pennsylvania; "Recent Developments in Business Insurance Trusts," Nathaniel Seefurth, Chicago; "Life Insurance Options and Income Policies vs. Life Insurance Trusts," Albert H. Yots, secretary and counsel, Phoenix Mutual Life Insurance Co., Hartford, Conn.; and "Real Co-operation with Life Insurance Agents," Edward V. McMahon, Equitable Trust Co., New York.

*Savings Advertising Session*—chairman, Guy W. Cooke, First National Bank, Chicago; "The Psychology of Thrift," Charles A. Miller, president, The Savings Bank of Utica; "Friendship Has Helped to Build," F. R. Kerman, assistant vice-president, Bank of Italy National Trust and Savings Association, San Francisco; "Making Savings an Asset," Robert D. Mathias, vice-pres-

ident, Depositors State Bank, Chicago; and "Growing Savings in a Growing City," H. McMahon, director of advertising, First National Bank in Detroit.

*Sept. 19, morning:* *Advertising Fundamentals Session*—chairman, I. I. Sperling, assistant vice-president, Cleveland Trust Company, Cleveland; "Copy," Sam P. Judd, publicity manager, The Mercantile Trust Co., St. Louis; "Layout and Art," Harry Roberts, Jr., art director, Montague Lee Co., Inc., New York; "Advertising a Bank With 900 Branches," C. E. Bourne, advertising manager, Royal Bank of Canada, Montreal; "Do Small Loans Need Advertising?" Roger Steffan, assistant vice-president, National City Bank, New York, and "Typography," Gilbert P. Farrar.

*Business Development Session*—chairman, Heyliger Church, manager, new business department, First National Bank, New Haven, Conn.; Playlet under the direction of Edwin P. Lamphier, Jr., assistant treasurer, Commercial Trust Co., New Britain Conn., and address by Robert A. Warren, of Free-land and Warren, Inc., Boston.

*Noon:* chairman, H. A. Lyon, assistant cashier, First National Bank, Boston; speaker, Harry C. Ramsower, Ohio State University, Columbus.

"Merchandising a Bank and Its Services," J. M. Case, Dime Savings Bank, Detroit; "Analyzing Market for and Advertising a Bank and Its Services," John Poole, president, Federal American National Bank, Washington, D. C., and "A Bird's Eye View of Financial Advertising," Herbert Shryer, Burroughs Clearing House, Detroit.

*Afternoon:* *Trust Development Session*—chairman, A. Douglas Oliver, Provident Trust Company, Philadelphia; "A Comparison of Soliciting Trust Business in Larger and Smaller Cities," H. F. Pelham, vice-president, Citizens & Southern Bank, Atlanta; "Organizing and Selling the New Business Department to Your Organization," Leroy A. Mershon, vice-president, United States Mortgage & Trust Co., New York; and "Cost of Securing New Trust Business," Paul Laferty, Union Trust Co., Cleveland.

*Trust Advertising Session*—chairman, R. P. Abbey, First National Bank, Canton, Ohio; "Do You Read and Believe Your Trust Advertising?," Miss Bessie M. Seely, Union Trust Company, Detroit; "A Complete Campaign for the Development of Life Insurance Trusts," G. A. Price, People's Savings & Trust Co., Pittsburgh; "Co-ordination of Advertising and Selling for the Development of Trust Business," Leopold Chambliss, Union Trust Co., Newark, N. J.

*Investment Department Session*—chairman, Horace Townner, vice-president, Lawrence Stern & Co., Chicago; Charles J. Eastman, of Taylor, Ewart & Co., Chicago; "Financial Advertising Rates," Arnold Sanchez, New York Times; "The Radio as an Investment Advertisement Medium," A. E. Bryson, of Halsey, Stuart & Co., Chicago; and "Problems of a Financial Editor," Paul W. Garrett, New York *Evening Post*.

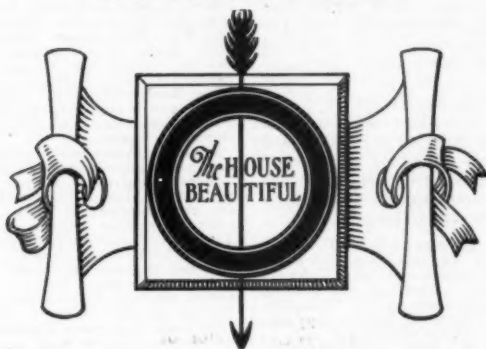
*Sept. 20:* A luncheon at which F. Dwight Conner, Engineers National Bank, Cleveland, will preside. Douglas Malloch will be the speaker.

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## TO SCORE, KEEP YOUR EYE ON THE BALL



**To Score in Advertising,  
Keep Your Eye on  
Class Magazine Circulation**

IT IS CORRECTLY TIMED  
IT FOLLOWS THROUGH  
IT HITS CLEAN  
IT CARRIES FAR  
IT GOES STRAIGHT  
IT MISSES TRAPS  
IT HOLES OUT

## THE HOUSE BEAUTIFUL

Will give you a winning score ... whether  
match or medal play ... in the advertising of

**BUILDING • FURNISHING • DECORATING  
COMMODITIES**

## THE HOUSE BEAUTIFUL PUBLISHING CORP.

*A Member of the National Shelter Group*

**Eight Arlington Street**

**Boston, Massachusetts**

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## SEPTEMBER MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES  
(Exclusive of publishers' own  
advertising)

	Pages	Lines
House & Garden .....	157	99,184
Town & Country (2 issues)...	112	75,433
Country Life .....	97	65,432
Arts & Decoration .....	86	57,750
House Beautiful .....	82	51,622
Vanity Fair .....	81	51,455
Nation's Business .....	104	44,501
American .....	80	34,484
Cosmopolitan .....	78	33,409
Forbes (2 August issues)...	72	32,596
Popular Mechanics .....	141	31,640
The Sportsman .....	47	29,890
Normal Instructor .....	42	28,727
Magazine of Business....	64	27,492
Red Book .....	60	25,756
True Story .....	58	24,788
Garden & Home Builder..	40	24,351
Popular Science Monthly..	56	23,876
Better Homes & Gardens..	53	23,808
Field & Stream .....	53	22,541
Harpers Magazine .....	97	21,784
Physical Culture .....	48	20,711
World's Work .....	89	19,847
Photoplay .....	44	18,677
World Traveler .....	29	18,454
Atlantic Monthly .....	82	18,280
Magazine of Wall St. (2 Aug. issues) .....	43	18,233
Review of Reviews .....	79	17,752
American Boy .....	25	17,145
Motion Picture Magazine.	38	16,506
True Detective Mysteries.	38	16,304
International Studio .....	23	15,747
True Romances .....	36	15,582
Radio .....	35	15,347
Dream World .....	35	15,008
Outdoor Life & Recreation	33	14,044
Psychology .....	32	13,562
National Sportsman .....	32	13,537
Theatre .....	21	13,514
Boys' Life .....	20	13,421
Scribner's .....	60	13,361
Science & Invention .....	30	13,138
American Golfer .....	21	13,031
Elks Magazine .....	28	12,616
Radio Broadcast .....	28	12,474
True Confessions .....	27	11,583
Hunting & Fishing .....	25	10,879
Asia .....	25	10,728
Radio News .....	24	10,669
Smart Set .....	25	10,565
Youth's Companion .....	15	10,216
Golden Book .....	45	10,080
Motion Picture Classic....	23	9,727
Sunset .....	22	9,463

The Cash Value  
of Art in Industry

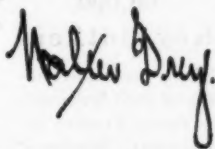
The cash value of art in industry needs no proof at this date.

The modern movement in the decorative arts is really a movement towards machine art. There is every reason on earth why American Art and American Industry should get together.

In a recent issue of FORBES, as a service to our executive readers, we published an authoritative article by John Cotton Dana, Director of the Newark Museum.

This created so much interest that we have reprinted the article in a special format, which will be gladly sent to any reader of Printers' Ink upon request.

Ask for "THE CASH VALUE OF ART IN INDUSTRY."

FORBES  
MAGAZINE


Vice-Pres., Advtg. Director

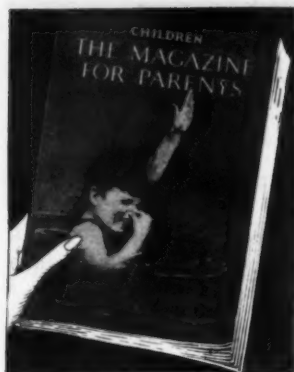
120 Fifth Avenue New York

## REPRESENTATIVES:

New York—120 Fifth Avenue, FRANK BURNS.  
E. V. DANNENBERG, RUSSELL A. BOWEN;  
Chicago—Tribune Tower, H. C. DATON;  
Detroit—General Motors Bldg., D. C. MURRAY;  
BLANCHARD-NICHOLS-COLEMAN, Atlanta, San  
Francisco, Los Angeles, Seattle.

Member A. B. C.





**Look  
where we!  
are listed!**

## The Reason:

Alert advertisers have been quick to see the value of a medium that reaches

**90,000**

## **Key Mothers**

These women, by reason of their leadership in Parent-Teacher Associations, Mothers' Clubs and Child Study Groups, influence the buying habits of the 2,500,000 members of these groups.

**353 Fourth Avenue  
New York City**

	Pages	Lines
Scientific American .....	21	9,142
American Legion Monthly .....	20	8,366
American Mercury .....	37	8,366
American Motorist .....	20	8,330
Screenland .....	19	8,294
Secrets .....	19	8,259
Open Road for Boys .....	18	7,550
Forum .....	33	7,355
American Girl .....	17	7,177
Forest & Stream .....	15	6,622
Extension Magazine .....	9	6,382
Film Fun .....	13	5,720
Picture Play .....	13	5,720
Newsstand Group .....	25	5,617
Association Men .....	13	5,381
Nature Magazine .....	11	4,544
National Republic .....	10	4,273
Current History .....	16	3,584
Bookman .....	16	3,567
The Rotarian .....	7	3,087
Munsey Combination .....	13	2,814
Wide World .....	12	2,576
Street & Smith Comb. ....	11	2,352
St. Nicholas .....	5	1,930
Everybody's .....	7	1,579
Blue Book .....	6	1,433

### **WOMEN'S MAGAZINES**

	Pages	Lines
Vogue (3 issues) .....	310	195,869
Ladies' Home Journal .....	136	92,694
Harper's Bazar .....	116	78,241
Good Housekeeping .....	176	75,409
McCall's .....	74	49,991
Woman's Home Companion .....	73	49,684
Pictorial Review .....	57	38,627
Delineator .....	52	35,411
Holland's .....	31	23,317
Modern Priscilla .....	27	18,360
Farmer's Wife .....	24	16,730
Woman's World .....	21	14,525
Children, The Magazine for Parents .....	32	13,536
People's Popular Monthly .....	17	11,823
Household Magazine .....	15	11,260
People's Home Journal .....	16	11,209
Needlecraft .....	16	10,854
Junior Home Magazine .....	15	10,367
Child Life .....	20	8,636
Fashionable Dress .....	10	6,497
Messenger of Sacred Heart .....	16	3,552
John Martin's Book, The Child's Magazine .....	8*	3,473

### **CANADIAN MAGAZINES**

	Pages	Lines
Mayfair .....	65	41,142
MacLean's (2 Aug. issues) .....	56	39,669
Can. Homes & Gar. (Aug.) .....	59	37,542
West. Home Mo. (Aug.) .....	31	22,157
Can. Home Journal (Aug.) .....	27	19,058
Rod & Gun in Canada .....	30	12,870



**T**he Board of Directors of People's Home Journal, Inc., are pleased to announce the election of Mr. W. Roy Barnhill as President. Mr. Barnhill was formerly Vice-President and Publisher and he will continue as President and Publisher. His election has met with the enthusiastic approval of the entire organization.

**W. Roy Barnhill**  
President and Publisher

**W. V. K. Gillett**  
Vice-Pres. and Sales Mgr.

**Katharine Clayberger**  
Editor

**F. J. Willock**  
Circulation Manager

**C. B. Longyear**  
Eastern Manager

**Malcolm R. Wallace**  
Western Manager

**Roger A. Johnstone**  
Pacific Coast Mgr.

**Weston Oyler**  
New England Mgr.

**AUGUST WEEKLIES**

August 1-7	Pages	Lines
Saturday Evening Post..	75	51,257
Literary Digest .....	30	13,773
New Yorker .....	32	13,740
Liberty .....	19	12,522
American Weekly .....	6	12,245
Time .....	19	7,972
Collier's .....	10	6,875
Life .....	9	4,069
Outlook .....	6	2,592
Christian Herald .....	4	2,527
Judge .....	5	2,128
Churchman .....	5	2,117
The Nation .....	5	1,995
New Republic .....	2	1,045

August 8-14	Pages	Lines
Saturday Evening Post..	81	55,242
New Yorker .....	35	14,824
Liberty .....	22	13,925
Literary Digest .....	26	11,861
Collier's .....	14	9,629
American Weekly .....	4	7,641
Time .....	17	7,351
Christian Herald .....	8	5,586
Life .....	12	5,124
Outlook .....	6	2,556
The Nation .....	5	2,153
Judge .....	3	1,369
Churchman .....	3	1,283
New Republic .....	3	1,266

August 15-22	Pages	Lines
Saturday Evening Post ..	85	57,678
Liberty .....	28	18,235
New Yorker .....	37	15,672
Literary Digest .....	31	13,965
American Weekly .....	7	13,151
Collier's .....	16	10,731
Time .....	13	5,457
Life .....	10	4,121
Christian Herald .....	5	3,689
Outlook .....	4	1,927
New Republic .....	4	1,725
The Nation .....	4	1,470
Judge .....	3	1,206
Churchman .....	2	881

August 23-30	Pages	Lines
Saturday Evening Post ..	86	58,293
Liberty .....	28	17,968
Literary Digest .....	33	15,085
New Yorker .....	35	15,012
American Weekly .....	6	11,347
Collier's .....	15	10,326
Time .....	19	8,077
Outlook .....	7	3,296
Life .....	7	3,099
Christian Herald .....	4	2,700
Judge .....	5	2,194
The Nation .....	5	2,153
Churchman .....	3	1,398
New Republic .....	2	825

August 28-31	Pages	Lines
Life .....	8	3,369
Outlook .....	4	1,845
The Nation .....	3	1,419
New Republic .....	2	833

Totals for August	Pages	Lines
Saturday Evening Post ..	327	222,470
Liberty .....	97	62,650
New Yorker .....	139	59,248
Literary Digest .....	120	54,684
American Weekly .....	23	44,384
Collier's .....	55	37,561
Time .....	68	28,857
Life .....	46	19,782
Christian Herald .....	21	14,502
Outlook .....	27	12,216
The Nation .....	22	9,190
Judge .....	16	6,897
New Republic .....	13	5,694
Churchman .....	13	5,679

### RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. Vogue (3 issues) .....	310	195,869
2. House & Garden .....	157	99,184
3. Ladies' Home Journal .....	136	92,694
4. Harper's Bazar .....	116	78,241
5. Town & Country (2 is.) ..	112	75,433
6. Good Housekeeping .....	176	75,409
7. Country Life .....	97	65,432
8. Arts & Decoration .....	86	57,750
9. House Beautiful .....	82	51,622
10. Vanity Fair .....	81	51,455
11. McCall's .....	74	49,991
12. Woman's Home Comp. .....	73	49,684
13. Nation's Business .....	104	44,501
14. Mayfair .....	65	41,142
15. MacLean's (2 Aug. is.) ..	56	39,669
16. Pictorial Review .....	57	38,627
17. Can. Ho. & Gar. (Aug.) ..	59	37,542
18. Delineator .....	52	35,411
19. American .....	80	34,484
20. Cosmopolitan .....	78	33,409
21. Forbes (2 Aug. is.) .....	72	32,596
22. Popular Mechanics .....	141	31,640
23. The Sportsman .....	47	29,890
24. Normal Instructor .....	42	28,727
25. Magazine of Business .....	64	27,492

### Consolidate as "Fourth District Finance & Industry"

The *Fourth District Banker and Manufacturer*, published monthly at Cleveland, has been consolidated with *Finance & Industry*, a weekly also of that city, under the name of the *Fourth District Finance & Industry*. M. C. Ramroth, publisher of the *Fourth District Banker and Manufacturer*, was formerly with *Finance & Industry*.

MR. BARTON CURRIE

*Editor*

THE WORLD'S WORK

Doubleday, Doran & Company, Inc.

Garden City, New York

## FOUR-YEAR RECORD OF SEPTEMBER ADVERTISING

	1928 Lines	1927 Lines	1926 Lines	1925 Lines	Total Lines
House & Garden.....	99,184	110,351	106,726	88,122	404,383
Town & Country (2 issues)....	75,433	74,315	76,751	72,918	299,417
Country Life .....	65,432	65,956	63,046	63,724	258,158
Vanity Fair .....	51,455	57,120	61,639	49,215	219,429
House Beautiful .....	51,622	52,561	59,412	50,620	214,215
Arts & Decoration .....	57,750	59,220	45,560	34,692	197,222
MacLean's (2 Aug. issues)....	39,669	40,159	46,553	37,890	164,271
American .....	34,484	43,568	42,328	42,935	163,315
Nation's Business .....	44,501	37,236	31,022	26,648	139,407
Cosmopolitan .....	33,409	32,623	31,630	29,982	127,644
Magazine of Business .....	27,492	30,481	34,367	28,457	120,797
Popular Mechanics .....	31,640	30,300	30,376	26,600	118,916
Forbes (2 Aug. issues)....	32,596	28,920	28,056	27,492	117,064
Red Book .....	25,756	27,869	29,649	25,527	108,801
Garden & Home Builder.....	24,351	27,412	31,589	25,270	108,622
Popular Science Monthly.....	23,876	24,283	25,597	22,648	96,464
Field & Stream .....	22,541	22,365	25,296	22,971	93,173
Physical Culture .....	20,711	19,510	23,776	25,807	89,804
Harpers Magazine .....	21,784	23,548	21,611	22,321	89,264
Atlantic Monthly .....	18,280	22,351	22,212	21,627	84,470
Review of Reviews .....	17,752	20,625	21,458	22,309	82,144
World's Work .....	19,847	23,083	19,180	19,680	81,790
True Story .....	24,788	21,134	22,308	13,007	81,237
Photoplay .....	18,677	20,306	20,564	16,166	75,713
Better Homes & Gardens.....	23,808	18,710	16,523	11,778	70,819
American Boy .....	17,145	17,100	17,430	14,945	66,620
Scribner's .....	13,361	16,804	15,735	14,315	60,215
Outdoor Life & Recreation.....	14,044	18,046	13,472	11,739	57,301
Motion Picture Magazine.....	16,506	15,066	12,728	12,682	56,982
Sunset .....	9,463	13,968	15,075	14,636	53,142
Science & Invention .....	13,138	13,275	14,956	10,926	52,295
Boys' Life .....	13,421	11,747	14,851	11,154	51,173
International Studio .....	15,747	10,388	13,639	10,460	50,234
National Sportsman .....	13,537	13,298	9,839	11,438	48,112
Theatre .....	13,514	11,444	10,668	10,774	46,400
Scientific American .....	*9,142	*9,624	12,694	12,908	44,368
Forest & Stream .....	6,622	5,972	6,917	7,138	26,649
Munsey Combination .....	2,814	4,864	4,352	4,564	16,594
St. Nicholas .....	*1,930	*2,523	*5,005	3,192	12,650
Everybody's .....	1,579	3,257	3,046	4,607	12,489

\*New Size 1,068,801 1,101,382 1,107,636 983,884 4,261,703

## WOMEN'S MAGAZINES

Vogue (3 issues) .....	195,869	158,707	141,444	143,179	639,199
Ladies' Home Journal .....	92,694	95,077	91,868	90,400	370,039
Harper's Bazar .....	78,241	75,369	69,496	63,742	286,848
Good Housekeeping .....	75,409	67,070	71,500	62,785	276,764
Woman's Home Companion ...	49,684	53,720	51,356	47,074	201,834
Pictorial Review .....	38,627	41,480	42,956	37,960	161,023
McCall's .....	49,991	38,318	32,306	31,231	151,846
Delineator .....	†35,411	†33,890	18,291	22,711	110,303
Modern Priscilla .....	18,360	19,613	20,159	21,125	79,257
Woman's World .....	14,525	13,231	11,200	15,673	54,629
People's Home Journal.....	11,209	11,575	11,844	17,964	52,592
Needlecraft .....	10,854	11,050	9,351	12,986	44,241
People's Popular Mo. ....	*11,823	*8,748	*10,934	12,601	44,106

†Two Issues 682,697 627,848 582,705 579,431 2,472,681

\*New Size  
†Designer combined with Delineator

## WEEKLIES (4 August Issues)

Saturday Evening Post .....	222,470	258,045	267,151	293,434	1,041,100
Liberty .....	62,650	79,830	77,177	44,913	264,570
Literary Digest .....	54,684	52,860	55,611	52,386	215,541
New Yorker .....	59,248	60,757	40,866	47,766	165,637
Collier's .....	37,561	34,540	36,371	31,364	139,836
American Weekly .....	44,384	24,149	38,443	27,077	134,053
Life .....	†19,782	16,236	19,166	14,690	69,874
Christian Herald .....	14,502	9,944	12,528	17,892	54,866
Outlook .....	†12,216	†6,774	10,414	12,530	41,934

‡Five Issues 527,497 543,135 557,727 499,052 2,127,411  
Grand Totals 2,278,995 2,272,365 2,248,068 2,062,367 8,861,795

1928  
 ING  
 Total  
 Lines  
 04,383  
 99,417  
 58,158  
 9,429  
 14,215  
 27,222  
 54,271  
 53,315  
 19,407  
 27,644  
 20,797  
 8,916  
 7,064  
 8,801  
 28,622  
 16,404  
 3,173  
 9,804  
 9,264  
 4,470  
 2,144  
 1,790  
 1,237  
 5,713  
 0,819  
 6,620  
 0,215  
 7,301  
 6,982  
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 2,295  
 1,173  
 0,234  
 8,112  
 6,400  
 4,368  
 6,649  
 6,594  
 2,650  
 2,489  
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 9,199  
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 8,866  
 9,934  
 7,411  
 7,795

# 70 pages

## 42 pages national

**70** pages of advertising in the September 15th New Yorker, 42 pages of them national. Just about the usual 60% ratio.

Most of New York's smartest shops are included in the list, of course; because they know what The New Yorker does for the building of their best trade.

The national advertisers, because they know how indispensable in New York The New Yorker's audience is. And because they know that the buyers and merchandise men of New York shops appraise a campaign in The New Yorker as a real reason to stock and push really meritorious merchandise.

*The*  
**NEW YORKER**

# The Little Schoolmaster's Classroom

REAL estate companies, and manufacturers of building materials, not to mention certain publishers, have pushed the model home idea until there is scarcely a community of any size in which at least one of these homes has not been erected. Now comes the Public Service Company of Northern Illinois with an adaptation of the same idea—a model electric farm.

It is generally known that the electric utilities look to the farm market for their greatest development in the years immediately ahead. This model farm, which is equipped with every electric device of proved practicality, and which is actually operated by an experienced farmer on a cost-accounting basis, is a step in the direction of cultivating this market. The farm is always open and admission is free. It was opened on August 11 and Samuel Insull, chairman of the board of the Public Service Company of Northern Illinois, announced at the opening that if this farm fulfils its purpose others will be established in the near future.

\* \* \*

The De Soto Motor Corporation, a division of the Chrysler Corporation, is pushing an interesting plan. This company has worked out a model showroom which carries out the Spanish atmosphere that has been thrown around the De Soto in current advertising. The necessary fittings for this model showroom have been standardized and the company will supply them to dealers at nominal prices. Thus it is hoped, not only to benefit by encouraging dealers to do their selling in an atmosphere which subtly reminds one of the company's advertising, but also it is believed that both dealers and company will benefit through making it possible for dealers to have more attractive interior layouts than their finances would ordinarily permit.

It always interests the Schoolmaster to observe how certain companies simply refuse to permit themselves or their products to grow old. One such organization is the Perfection Stove Company and an indication of how this company remains young is contained in a recent business-paper advertisement announcing its new line of Perfection oil heaters. This new heater contains a drum made of transparent Pyrex. As a consequence, when it is lighted, it throws a cheerful firelight glow. "Carry a Firelight Perfection home and try it on your family," dealers are urged in business-paper copy. "Light it and watch them gather around. Notice how powerful a heating device it is. Turn out the other lights and see how it brightens the whole room. Then try to take it back to the store and see what happens!"

A simple idea. But it enables the Perfection Stove Company to link its own well-known name with another that is also well known, and at the same time, provides its product with a new talking point that dealers will be able to use to good advantage. Yes, indeed, ideas are the Fountain of Youth.

\* \* \*

Some manufacturers have a way of suggesting merchandising ideas to their retailers which enlist the dealer's interest and secure his co-operation. Others flood the dealer with suggestions which he cannot use, or which might be suitable for some dealers, but are not suitable for others, or send him trite ideas of no practical value, or do it in a patronizing sort of way that does not make the dealer feel too good.

The following letter was mailed by The Sherwin-Williams Company to a New York State retailer. This retailer was pleased enough with it and the suggestion it contains to send it to the Schoolmaster with the expressed hope that other members of the Class might find



## Their approval—

These leaders in the building material world have voiced their approval of the NATIONAL REAL ESTATE JOURNAL for selling real estate operators.

Letters telling how they value this help have been shown in 20 page advertisements in Printers' Ink. These 20 are only a part of the many leaders who use our help.

Residential building is in the hands of Realtors today. They build homes and apartments for sale to the public. Merchandising plans for selling building materials to Realtors were introduced by this publication. The leaders are successfully using them in the Realtors' own magazine.

A. B. C.      **NATIONAL  
REAL ESTATE  
JOURNAL**      A. B. P.

PORTER-BEDE-LANGTRY CORP., Publishers  
139 N. Clark St.      Chicago, Ill.

### Young Account Executive

Here is an opportunity such as every coming advertising man looks forward to—for it is a connection that will bring him to his goal.

The Young New York office of a widely recognized agency, with an excellent but small organization is starting its expansion program to meet the growing demands of its accounts.

A young Account Executive, with a solid background of at least five years' agency experience can step in at this opportune moment and travel as far as his ability can take him.

This man must know advertising thoroughly—from advertising plan to media analysis, schedule building, copy writing, production, general agency routine, etc.

He must be an able Contact Man, for he will have accounts assigned to him.

He must have the ability to "sell" himself, and the agency's service, for he will be given accounts, now pending, to close.

He must be able to prove his ability to handle the contact of clients and manage completely an advertising campaign.

The salary to start will be reasonable.

In your reply, give such information as you would want us to have in order to select you as the man to fill this opening.

The agency staff knows of this advertisement.

Mail your replies to:

P. H. BRENNER

The Barclay Hotel

111 East 48th St., New York, N. Y.

## Advertising and Sales Director Wanted

by Southern Manufacturer of Proprietary patent. Have been in business several years, have plenty of capital, and a wonderfully repeating product. Must be experienced in advertising and sales promotion. Give complete information in first letter, including age, salary expected, and full experience. Wonderful opportunity for right man.

Address "L", Box 245,  
Printers' Ink.

in it something of more than ordinary interest. The letter is filled in and signed with ink—to all appearances an individually written letter:

We cannot understand why you have not received our latest window display on Rogers Brushing Lacquer and altho we do not change a feature of this kind but once or twice a year, there has been a change in the R.B.L. trim since the date you give me as being the last time you received one. Our Ad Service Department at Cleveland has received a special rush order and you should get this within the course of a few days.

Wonder if you would be interested in a little stunt we pulled down at a Sales Meeting here in Albany. I will outline it to you as follows:

Take a gallon cider jug (clear glass) and fill it three-quarters full of water. Next take eight or ten moth balls and spot them with different colors of R.B.L. Add to the jug two teaspoonsful of bicarbonate of soda (ordinary baking soda) and one teaspoon of citric acid in powder or crystal form. This can be purchased in any drug store.

This will make the moth balls rise to the top and drop to the bottom. They keep going up and down for four or five hours without stopping. When they seem to go dead, all you need do is add more of the two ingredients mentioned above. We call these Rogers Brushing Lacquer bugs and their purpose is simply an attraction getter in the window or on the counter, which, of course, outside of that, the idea has no particular value.

Where this has been tried a great deal of attention is ordinarily worked up and if the balance of your window is trimmed accordingly, think you would find a lot of interest in town over the R.B.L. bug. Some people have painted about 1½" of the bottom of the jug with R.B.L. and also the neck and shoulders of the bottle so that they are not seen excepting at the "in between" state of their travels. We hope that you will find this as interesting as many of our other accounts have.

The informal and conversational way in which the suggestion is made is probably the chief reason—aside from the fact that the idea itself is novel and interesting—why the dealer feels like giving it a trial.

\* \* \*

The Schoolmaster has remarked many times that ideas successfully used in one field may be adopted or adapted by companies in widely removed industries. However, he still finds an occasional student who is not entirely convinced that this is so and it is for the par-



# Tell Your Story to these 130,000 Leaders!

☪ In nearly 3,000 busy communities there are Rotary Clubs whose membership rosters represent executive heads and leaders—130,000 of them. These leaders cover every line of legitimate and ethical human endeavor.

☪ Try to visualize a market place of 130,000 men representing earning capacity of over \$1,000,000,000 annually—men who are constantly in the market for every requirement of business, domestic and social life! This means *office, store, factory, home, travel and recreational pursuits*.

☪ Just a few of many interesting facts concerning this wonderful audience—

☪ Average annual personal income in excess of \$10,000—making a combined earning and spending capacity of more than a billion dollars (\$1,000,000,000) annually.

☪ 96% are married and have more than 250,000 children—

☪ 85% own their homes—over 100% automobile ownership—

☪ Own and operate more than 300,000 motor trucks—

☪ 63% of wives read this magazine regularly.

☪ The influence of these men on the civic, social and business life of their communities is something to conjure with.

☪ You can tell them and their families the story of your products through the advertising pages of their magazine—THE ROTARIAN—*The Magazine of Service*—and be assured of their respectful attention and interest.

## THE ROTARIAN

*The Magazine of Service*

213 West Wacker Drive, Chicago

7 W. 16th St., New York : : Pickering Building, Cincinnati

## Wants to Add Business Getting to Copy Ability

Vice-president of New York agency in charge of copy and plans wants similar position with moderate-size progressive agency where he can contact with clients and have adequate support in developing new business.

Twenty years in advertising and selling work; eight of them in agency field. Experienced in wide range of subjects and fields; excellent merchandising background.

**Salary, \$10,000**

**Address "O", Box 249 Printers' Ink**

## Available Sales Executive

As I am just completing a difficult sales executive assignment for a nationally known organization whose trade name is a household word. I am seeking a new connection with a business in need of new blood—a sales executive who is a doer—not merely a talker.

I can analyze your markets, layout and put into effect sales plans, build up your sales organization, secure and train salesmen, establish sales quotas and selling costs and handle the numerous other details constituting a modern well rounded sales organization—or go out in the field, work with salesmen, increase their productiveness, handle difficult sales personally, build up weak territories and secure and retain the good will of your customers.

I am 36 years of age, married, am in excellent health, have a technical education and enjoy an enviable business and personal reputation.

An interview will determine my fitness and ability.

**ADDRESS "N," BOX  
248, PRINTERS' INK**

ticular benefit of these recalcitrant members of the Class that he quotes as follows from James David Mooney, president of the General Motors Export Company, and vice-president in charge of the export division of the General Motors Corporation:

"It is in regard to merchandising theory and practice that we in the automotive business have a great deal to learn from the older industries. The drygoods business, the typewriter business, the cash register business and scores of other of the older industries have, through experience, evolved merchandising methods and principles which are fundamental in character. We are wasting time and money when we don't study those principles in a fundamental way and analyze their possible application to our specific automotive problems. The obvious objection that 'our business is different' seems to me to be a reflection of mental laziness in far more cases than it is a studied conclusion developed from hard study."

The statement appeared in the course of an article in *Automotive Industries*.

\* \* \*

Every time the Schoolmaster hears that a market is saturated, he soon discovers some apparently unrelated fact which would indicate that saturation is as far off as ever. Thus it was but a short time ago that a watch salesman was bemoaning the fact that since "everybody" had one or more old-fashioned gold watches in the bureau drawer or safe deposit box and a wrist watch for daily use, the market was becoming saturated. And then the New York Telephone Company opened a phone exchange to tell people the time, charging for a local call for the service. According to the *New Yorker*, the telephone company, "crazed by the immediate success of Meridian 1212, is dumbly wondering why it never thought of an idea like that before. To the company it seems a little miraculous that people are willing to pay 5 cents to find out what time it is."

To the Schoolmaster the success

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# "CREATED" AND BUILT BY GRAMMES

THIS metal self-serving merchandise stand assists tremendously in getting dealer distribution, and what's more, it makes easier the purchase by the consumer.

Maybe you, too, can open new accounts and get more effective consumer acceptance by having Grammes design and produce a self-server merchandising stand for you.

It only costs a few pennies to ask Grammes— and the asking does not obligate you.

**L. F. GRAMMES & SONS, Inc.**  
New York      Allentown, Pa.      Chicago



## Can You Earn \$6,000 or Better as an Agency Account Executive?

If you're not doing it now, *Batch HH* from the *Ellis Dope Book* will help you make the grade. A concrete summary of the planning, control and contact methods of Lynn Ellis and the fifty account executives he has hired, trained and handled in the last 17 years. Tested in practice on over 100 accounts from \$25 a month to over \$1,000,000 a year. 85 pages, 8 1/2 x 11—23 looseleaf units of 1 to 12 pages each—the equivalent of an ordinary book of over 300 pages—every word devoted to the account handler's personal job. Items separately list at \$29.75. Specially priced this month only at \$9.35, cash with order. Price protected on inquiries before Sept. 30. Use air mail!

**LYNN ELLIS, Inc.—Desk A-16**  
525 Crescent Ave., San Mateo, Calif.

## The Real Distributor of Building Material

is the lumber dealer. He's a merchandiser—the man who offers building plan service, gets first contact with builders and controls the choice of materials.

**American Lumberman**

CHICAGO

Est. 1873

A. B. C.

## WE —

printers with a modern daylight plant and service department, solicit the printing of organizations that require exacting work—plus—personal service, prompt delivery and reasonable prices. With our facilities and location we are prepared to deliver printing that will please the most critical advertiser. Direct by mail is our specialty.

*Estimates Cheerfully Given*  
**AMERICAN PRINTING CO.**

438 W. 37th St. Tel. Penn. 0436-7

## Mailing Lists

Will help you increase sales

Send for **FREE** catalog giving counts and prices on classified names of your best prospective customers—National, State and Local—Individuals, Firms, Companies, Business Concerns.

**99% GUARANTEED** 5¢ each  
by refund of

**ROSS-Gould Co.** 244N. 10th St. St. Louis

of this plan offers a challenge, not only to the watch salesman, but to every maker of watches. He expects to see some copy soon, as a result of this veiled suggestion, which will indicate not only how much less than 5 or 10 cents a day a good watch will cost on the deferred purchase plan, but also how much nervous strain it saves in cases where the time seeker forgets "Meridian 1212" and gets instead the aquarium or some other unsatisfactory timekeeper.

## G. W. Codrington Heads Winton Engine Works

George W. Codrington has been elected president of the re-organized Winton Engine Works, Cleveland, gasoline and Diesel internal combustion engines. He succeeds Alexander Winton, who has been made chairman of the board of directors. Other officers now are: First vice-president, A. G. Griese, New York; second vice-president, Frank Shaw; secretary-treasurer, W. S. McKinstry and assistant secretary-treasurer, D. A. Lake.

## Joins Britton-Gardner Company

David Merrell, formerly with the Cleveland Paper Company, has joined the Britton-Gardner Printing Company, Cleveland, in a sales capacity. Walter Bassett has resigned from the Britton-Gardner company.

## Visualizer ART DIRECTOR

available September 22

Young enough to be "modern". Experienced enough to be "hard-boiled". 10 years agency, including 3 years production, 5 years art director, 1 year copy and contact. Know type. Can take charge art departments small agency or visualizer large one.

"Y", Box 105, P. I., N. Y.

This ad (with different date and Box No.) was in P. I. on May 24. The returns were good, but I picked the wrong one.

## New Accounts for Atlanta Agency

The Tennessee Furniture Corporation, Chattanooga, Tenn., the Columbus Electric & Power Company, Columbus, Ga., and the Radiator Specialty Company, Charlotte, N. C., have placed their advertising accounts with Gottschaldt-Humphrey, Inc., Atlanta advertising agency.

Other companies which have recently placed their advertising accounts with the Gottschaldt-Humphrey agency are the Southern Advertising & Publishing Company, Atlanta, Atlas Marble Company, Jasper, Ga., and the Carolina Chemical Company, Union, S. C.

## Start New Advertising Business At Los Angeles

The Fred B. Klein Company is the name of a new advertising business which has been formed at Los Angeles. Fred B. Klein, who was a partner in the former Boyd-Klein Company, is president of the new business. Donald W. Bolt, formerly with K. L. Hamman Advertising, Inc., and The Kenyon Company, Boston, is vice-president. C. A. McClellan, formerly with the Boyd-Klein Co., is secretary-treasurer.

## Join "American Legion Monthly"

Joe Donahue, formerly with *The Outlook*, has joined the Eastern sales staff of the *American Legion Monthly*. He will cover Philadelphia and the South.

Thomas Scanlon has been added to the Western sales staff, with headquarters at Chicago. He was formerly assistant to the advertising manager of the *American Legion Monthly*.

## To Direct Campaign on Airplane Propellers

Paragon Engineers, Inc., Baltimore manufacturer of airplane propellers, has placed its advertising account with the Winfield D. Davis Agency, of that city. Magazines and business papers will be used.

## A SMALL AGENCY Account Executive

wants to switch to an outfit having account-getters live enough to keep him busy.

Is experienced in all phases of account handling—plans, copy, production, art and space purchasing, etc. Doing it all now as second in command of a five-man agency.

If you are located in or near New York, and are well staffed for contact and sales, here's a chance to get a good inside man—and maybe enough new business to pay his salary. Address "X," Box 104, Printers' Ink.

## Successful Trade Paper Representative

In position to represent publication in furniture, drug, grocery, hardware or drygoods field on commission basis 'n Middle West.

Eight years' experience on national retail trade papers. Good agency and advertiser contacts 'n Michigan, Indiana, Illinois, Ohio, and other central states.

Excellent financial references and good record of production.

Address "H," Box 244, care of Printers' Ink, 231 South La Salle St., Chicago, Ill.

## If—

any independent advertising man can put us in touch with an occasional printing job or an account, we will be glad to pay him a regular commission. Direct-by-mail booklet and catalog work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn. Station. Address "J," Box 223, Printers' Ink.

## Visualizer—Art Director

—preferably one capable of producing finished Art. Can secure an excellent connection with well-known New York Studio.

Address "U," Box 101, Printers' Ink

## Seeking a Volume Sales Product for the New York Market

Have you a product or a commodity purchased either in bulk quantities or carload lots by large consumers, retailers, or jobbers which requires intensive sales effort to put it across in the New York territory? Do you need executive representation in the world's greatest buying and consuming market? Have 15 years varied experience in sales, advertising, export, with dealer, jobber and consumer. Widely travelled, with large following in many industries besides the retail and jobbing field. Excellent domestic and export connections, and know how to sell the quantity buyer. Maintain own office and staff. Basis for representation, commission or any other mutual arrangement. Address "R," Box 246, Printers' Ink.

## WANTED

### Assistant to Sales and Advertising Manager

with young progressive company distributing Toilet Goods, Drug Products, and other Household Necessities direct from house to house. Good opportunity for person who has the ability to keep pace with a fast-growing business. When writing, give full business experience, personal description, and state salary expected. Factory located 200 miles from New York City. Address "T," Box 100, care of Printers' Ink.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

If you are an experienced advertising representative and feel yourself capable of giving good, live representation to a leading paper in a field allied to construction, write Box 960, Printers' Ink.

#### DESK SPACE

in recognized agency given to free lance artist for very nominal rental. Art work, lettering, etc., given to competent man. Box 963, Printers' Ink.

**Trade Paper**, established over ten years, with no direct competition, for sale because of owner's other interests. \$20,000. Box 983, P. I.

**Newspaper at Auction**—The Everett News, Everett, Wash., morning daily, going concern, exclusive in field, will be sold at auction Monday, Oct. 1. Particulars about equipment, etc., will be given on request to Horan & Mulvihill, First National Bank Bldg., Everett, Wash.

**REBUILT EQUIPMENT** of all kinds for the Printing and Publishing Plant at substantial savings in price. We specialize in Cylinder and Magazine Presses. Send for the current issue of the Hall Broadcaster, giving a complete list.

THOMAS W. HALL COMPANY, Inc.  
Stamford, Conn.

### PUBLISHERS—Save Money

Modern well equipped printing plant whose production costs are minimum desires contract for printing high-grade publication.

Location; New York City. Plant inspection invited. Box 976, Printers' Ink.

## SAVE MONEY

#### ON YOUR PRINTING

Get my prices on any size job and any number of colors. My low overhead saves you money. Quick service and work guaranteed. My advertising experience of 15 years is also at your service. Booklets, catalogs, folders, letters, etc., written. Ideas submitted without cost. Answer this advertisement and I will send you FREE a very useful novelty.

R. G. VAN, DELAND, FLORIDA

Printing-Advertising

You Can "D-PEND" on Me

#### HELP WANTED

#### SALESMEN—PHOTO-ENGRAVING

Men controlling substantial business, black and white and color process work; salary and commission. Knapp Engraving Co., Inc., 141 E. 25th St., New York City.

### SALESMAN

Photo Engraver operating day and night plant has opening for salesman; attractive proposition will be offered to good man. Box 978, Printers' Ink.

**Advertising Solicitor**, to work on commission basis only, for school paper. Leads furnished. Answer by mail only, stating experience briefly and giving commission desired. Harold Fields, 500 East Fordham Road, New York City.

**Wanted**—Thoroughly experienced first-class advertising solicitor to represent in Eastern territory an old-established trade paper—the leader in its field. Please give age, also in detail your experience, references and salary wanted. Box 962, P. I.

**ADVERTISING MAN** with some trade preferred, to sell creative printing for old-established, well-known house. Must be good visualizer and copy man. Profit-sharing, salary or commission. We will supply some leads. Box 964, P. I.

### ADVERTISING SALESMAN WANTED

Salesman with experience contacting advertising managers and chief executives of national advertisers to sell national window display installation as an advertising medium. Will pay straight salary. Box 986, Printers' Ink.

## PRODUCTION MANAGER

for 4A advertising Agency short distance from New York City. Must be qualified to assume full charge busy production department. We are specially interested in a man who knows type and how to use it to best advantage. Write fully, stating salary. Address Box 989, P. I.

**WANTED, Advertising Solicitor:** A publication of national circulation, a member of the A.B.C. and devoted to the building field, wants a man to handle its business in the eastern territory, with New York as headquarters.

Please state your experience and your qualifications that deserve consideration in selecting the man for this opening. It is one that offers an unusually good opportunity to produce business.

The man selected must have vision and a good knowledge of the field. He must also understand that hard work is the basis for development and opportunity, both of which are here.

All matter will be treated in strict confidence. Box 977, Printers' Ink.

**SALES MANAGER WANTED**

Old, established, well-financed company building an oil-burner that is a proven success, well in advance of the field in design and price, wants a sales manager. Only interested in a thoroughly capable man with a proven record of success behind him. Oil-burner experience desirable, but not essential. Address applications, giving full information as to past record and experience, to Box 985, P. I.

**MISCELLANEOUS**

**THE TOASTMASTER** is published quarterly for public speakers requiring humorous material. 30 cents per issue; \$1 yearly subscription. 323 North Citrus Avenue, Los Angeles.

**POSITIONS WANTED**

**Sales Representative**—experienced selling office customers, handling quotations, passing on credits, sales letters, follow-up—desires broader field. Good personality. Would travel. Box 969, P. I.

**VERSATILE ARTIST**

Young lady with several years' experience, wishes permanent connection with Advertising Agency or Art Service. Box 975, Printers' Ink.

**SECRETARY**, expert stenographer, with five years' business experience, having also three years' experience as newspaper reporter and feature writer. Box 988, Printers' Ink.

Young man, 23, college education, connected with publicity counsel representing national accounts; knowledge printing, advertising procedure; well recommended; seeks encouraging opportunity. Box 968, P. I.

**Advertising Writer** seeks connection with wide possibilities where his twenty years' department-store, printing, manufacturing and free-lance experience will count for mutual benefit. Box 981, Printers' Ink.

**BUSINESS-GETTER**

Young advertising woman with fine record as sales producer seeks change magazine or agency. Salary and commission. Box 987, Printers' Ink.

**Artist**

Creative ability, all-around experience, wants new connection. References. New York or out of town. Box 972, P. I.

A veteran copy, plan and contact man seeks a position with a copy-minded agency. Has written campaigns for some of the largest national advertisers. Salary, \$10,000. Box 970, P. I.

**ARTIST—VISUALIZER**

Seeks opportunity with growing firm, at present specializing in layout work and buying Art for advertising agency, desires to make immediate change, has good imagination, excellent past experience, young, ambitious, seeking advancement. Box 971, Printers' Ink.

**SALES EXECUTIVE** with experience as Branch Manager, District Representative and Salesman, who appreciates the value of advertising, is open for new business connections. Box 980, P. I.

**Educational Director Available**—Graduate engineer with ten years' advertising and sales promotion experience. Knows school leaders nationally. Age 36. Married. Locate anywhere. Box 966, P. I.

**A-1 POSTER ARTIST**

wishes connection as free-lance with establishments of reputation. Box 984, Printers' Ink.

**Chicago or Elsewhere**

Young adv. man; 5 yrs.' exper.—agency, mail order, mfr., sales prom., catalogs, trade paper, newspaper. Box 982, P. I., Chicago.

**ARTIST**

Experienced layout, lettering, illustrating, desires connection with Advertising Agency or Art Service. Box 967, P. I.

**PRINTING EXECUTIVE**—Practical man of wide experience and proven ability. Good organizer. Knows printing and binding thoroughly, desires to make a suitable connection. No flaw in his record. All reference. Box 961, P. I.

**Sales Assistant**—25, College Graduate. Excellent knowledge of Spanish. Experienced exporter, manager and sales correspondent. Possesses good knowledge of advertising, merchandising and sales promotion. Unusual ability. Available immediately. Box 974, Printers' Ink.

**MERCHANDISER**

Woman who has a thorough knowledge of sound merchandising principles gained through 15 years' experience with one manufacturer in Sales Executive and Advertising work. Now engaged, but seeking a bigger opportunity. Address Box 965, Printers' Ink.

**SOMEWHERE**

in the advertising world there is an opening for a chap of 25, of sterling character and an innate sense of loyalty. In the proper job he will stand any gaff to prove his metal. He knows the mechanics of advertising thoroughly and is well grounded in the principles of marketing. Three years experience. College graduate. Box 979, P. I.

**EXCEPTIONAL COPY, LAYOUTS,****ANALYSIS AND PLANS**

Mail Order, Direct Mail, General. Consistently pulled surprising coupon, c.o.d. and direct sale results for wide variety of prominent mail order; produced all types direct mail pieces that increased dealers, widened distribution, pulled big orders. created outstanding national advertising complete campaigns for very prominent general accounts; wrote analysis and plans that sold over \$49,000. direct mail in four months; N. Y. man; go anywhere; salary \$8,500. Box 973, Printers' Ink.



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# Dealer Influence

Analysis of the results from various commodity investigations, in which hundreds of retailers—druggists, grocers, jewelers, radio dealers, roofing and building supply dealers, etc.,—were interviewed, indicates that 81.6% of the dealers in Zone 7, including Chicago, read the Sunday Tribune and 75.9% read the Daily Tribune.

Considered separately, 88.5% of the Chicago dealers read the Sunday Tribune and 84.8% the Daily Tribune.

No other Chicago newspaper approaches this following among retailers in Chicago and in Zone 7. Only 21.7% of the dealers in Zone 7 preferred the second Chicago newspaper.

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